

JOIN THE SELF-CARE REVOLUTION

MODULE TEN: BE FABULOUS AT ANY AGE!

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Featuring: Sedena and George Cappannelli, Steven Masley, MD,
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Ellen Wood, & Sharon Melnick, PhD.

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The Self-Care Revolution™ Topics

Module 1: Your Thoughts And Food As Medicine

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Module 3: Transmute And Release Trauma

Module 4: Unleash Your Brain Power

Module 5: Earthing, Electro-Sanitizing, And Growing Your Own Garden

Module 6: Power Of Relationships (Self, Others & Money)

Module 7: Exercise As Medicine

Module 8: Empowerment

Module 9: Power Of Community

Module 10: Be Fabulous At Any Age

Module 11: Power Of Gratitude

Module 12: Celebrate Life And Pay It Forward!

WELCOME TO THE SELF-CARE REVOLUTION™!

MODULE TEN of TWELVE: BE FABULOUS AT ANY AGE!

Did you know that you could be and feel fabulous at any age? You will be wowed by the incredible content from thirteen experts in the aging and wellness world. It is possible to feel 10 years+ younger, and to reverse the aging process by a whole foods, earth based diet, eliminating indoor pollution and observing and shifting your thoughts. One speaker says you can even live well to at least 120 years of age, while making healthy choices daily. Read this module and be open to infinite strategies on how to reduce stress while cultivating soaring self-esteem and giving each and every cell in your body life-promoting nutrition and LOVE.

Listen to this module's experts and join with the Self-Care Revolution to strengthen the network that is weaving the support for all who care to improve health and wellness as individuals, families, in our communities and as part of the global community in stewardship of the earth and one another.

What Is The Self-Care Revolution™?

Launched in January 2013, the Self-Care Revolution is the gift to humanity from the Santa Fe Soul Health and Healing Center and its Founder, Dr. Robyn Benson, DOM. Her caring and passionate heart and commitment arises from travel throughout 70 countries and over twenty-two years of practice and extensive trainings. These experiences have given her an overview, an expansive network and an effective creative approach in dealing with the healthcare crisis in America.

The mission of the Self-Care Revolution™ and our Self-Care Coaches™ (true mentors and guides) is to change the face of healthcare through the fundamentally different approach where "It All Starts with You".

The Self-Care Revolution™ evolved in response to a modern world epidemic where diseases such as diabetes, Alzheimer's, obesity, cancer, fatigue, pain, stress, anxiety, and depression are running rampant. Many people have given up on our current disease-management model of healthcare and are seeking alternative, holistic, and more effective means to facilitate healing.

The vision of the Self-Care Revolution™ is to save millions of lives by transforming the way people look at healthcare. The goal is to teach people that "it all starts with

you and within you” and that self-care is the solution to the healthcare crisis we are facing. Basically, almost each and every one of us has the power and ability to heal a healthy lifestyle and ourselves through informed choices.

It is our mission to touch one million lives with the purpose of creating a world of people committed to their Self-Care, thus contributing to healthier communities and, in turn, to a healthier planet.

Why Is Self-Care So Effective?

The Self-Care Revolution™ brings world-renowned experts in traditional medicine, alternative healing, integrative medicine, personal growth, spirituality, new cutting-edge technology, and the expertise of the Self-Care Coaches to support the subscribers in all areas of optimal health and “Self-Care.”

The Self-Care Revolution™ is a one-of-a-kind educational and empowering interview series with world-renowned leaders who have agreed to hold nothing back and to give you their best transformational work that will move you toward abundant health and happiness NOW.

We are empowering individuals with the necessary skills, knowledge and practical tools to radically change the course of their health and life.

We have interviewed over 100 top experts and continue to add to the interview series each and every module.

The Self-Care Revolution™ movement creates awareness of reversing and preventing disease, and finding the cure from within. Our priorities are:

- Revolutionizing our members' awareness of whole-body wellness—mind, body and spirit—and supporting them as they take action based on the education and resources we provide.
- Educating our members on self healing, enriching their lives and empowering them to effect change in themselves and their environment. Providing our members with the resources and support to effectively live a healthier, happier, sustainably vibrant life enabling them to actualize their own dreams.

Why Should Self-Care Be Important To You?

Did you know that 40% of all bankruptcies in this country are due to unmanageable healthcare costs due to an unforeseen health crisis? How will you prevent this from happening to you or your family?

It's vitally important that you take the time to ask yourself these questions:

- What are you willing to commit to today to ensure your healthy future?
- What Self-Care strategies will you implement each day that will promote your best daily energy and vitality (food, thoughts, exercise)?
- What is the impact you want to make in the world with your optimal, radiant and sustainable health through your commitment to body-mind-spirit Self-Care?

By purchasing this Module (and investing in the other eleven Modules of this series) you have taken an important step toward Self-Care. We invite you take the next step and become a valued member (for free) of the Self-Care Revolution™, a weekly, educational and empowering tele-seminar and so much more.

Don't take this journey alone; invite your friends and family, too.

For more information on any of the membership levels and upcoming events visit:
www.JoinTheSelfCareRevolution.com

This is an exciting opportunity to create powerful changes for yourself and collective wellness worldwide. This revolution is raising awareness to a new level of understanding of what is “The True Health Care”.

Join us in this call to action to create a world that works for everyone with health and vitality.

**With love from Robyn, Kevin and your Self-Care Revolution team,
The Best Gift you can give another is a healthy you!**

About Santa Fe Soul Health & Healing Center:

Santa Fe Soul Health & Healing Center for holistic and preventative healthcare is the vision of founder and director Robyn Benson, Doctor of Oriental Medicine. We welcome you into this beautiful space to meet our highly experienced health care professionals where you will learn about the benefits of many services such as Acupuncture, Biofeedback, Chiropractic, Therapeutic Massage and IV Therapies, as well as our innovative leading-edge energy technologies.

Santa Fe Soul was built from the ground up in 2004 as a consciously created sacred space for health and healing with the purpose of offering you the best health care. Our community of practitioners will work together with you to compliment any medical treatment you may be undergoing. For more information, feel free to visit us online:

www.SantaFeSoul.com

JOURNAL

BE FABULOUS AT ANY AGE!

Are you ready to Feel Fabulous? Well this is your month to practice self-care daily to ensure your radiant and energetic future, free of DIS-EASE. Envision your today and tomorrow having the energy and passion to do what ever your heart desires.

This month you will have the honor to listen to 13 speakers share their best information on how to cultivate and nourish self-esteem, how to live successfully with stress, ways to eliminate house pollution that may be silently causing health issues, and how to think yourself young, how to live on the edge fully, and so much more.

As you write in your journal daily, reflect on the power you have to turn on your cellular vibrancy, and your feel good hormones, knowing that you are as healthy as your 70 trillion cells.

- Listen to each of the speakers and write down the top three take-aways;
- Empower yourself by knowing that you are you own best self-care advocate and
- Choose Life-Enhancing language rather than negative language that degrades the fiber of your being.

Keep turning on the feel good hormones with a healthy plant rich diet, daily movement, spend quality time in nature and laugh often = adding to your healthy aging account.

Let us know how you are doing. *We are here to support you!*

Questions:

What ways are you accelerating your aging process?

What three changes will you make this month to accelerate your healthy blue print?

Write a note from your eighty-year-old self to the age you are today. What would be your words of wisdom to share?

To continue the journal, become a free Self-Care Revolution™ member at JoinTheSelfCareRevolution.com

Testimonials:

“The Self-Care Revolution™ is brilliant as it speaks to the only solution for the health care crisis we are in. *Take responsibility for your health.*”

Norm Shealy, MD, PhD

“The Self-Care Revolution™ is on the cutting edge of Americans and our global community taking Responsibility for their Health, Wealth and State of Happiness.”

Steve Rose (Health and Wealth Advocate)

“The Self-Care Revolution™ is truly phenomenal, and is a revolution and a movement whose time has come. I can't think of a better cause that we each need to awaken to daily in order to do our great work in the world. All I can say is the speakers have been outstanding.”

Vince Hughs (Entrepreneur)

“Self-Care is the True Health Care. That says it all! Thank you for taking me on this fabulous journey with you and your incredible speakers. I am a changed woman from the inside out.”

Helen Stucky (Historian, Founder of Wellness Weavers)

“Nothing like Rockin' my Self-Care this year. I feel and look better, and my career and prosperity is better than ever. The tools I have learned are priceless. My Self-Care Lifestyle is here to stay. Watch out world!”

Hillary S. (Hautepreneur, Designer)

Pay It Forward:

A big part of the Self-Care Revolution™ is the "*Pay it Forward*" message, so much so that we dedicated one full month to it, with seven speakers. Why not pass this book forward to someone else after you are complete with it, so that Self Care, the True Health Care message, will awaken in every single person on this planet. And ahhhh, imagine how much more peace, true joy and connection that will bring into our lives.

WITH LOVE FROM YOUR SELF-CARE REVOLUTION SUPPORT TEAM!

SEDNA & GEORGE CAPPANNELLI

AgeNation.com

AGING WELL AND WISELY: SOLUTIONS FOR PEOPLE WHO WEREN'T BORN YESTERDAY

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Robyn: Hello everyone and welcome to month 10 of The Self-Care Revolution™. This is an exciting day.

Kevin: It totally is.

Robyn: Our topic this month is Be Fabulous at Any Age. We just ended our power of community month with such a high note last night.

Kevin: We did an amazing drug circle with Luisa Kolker and Self-Care Coaches™. We completed our community month with a really beautiful ceremony creating community. If you haven't seen it, it's on our live stream link, so please check it out. It will be available. It is evergreen, so it's available for you to become part of our community.

Robyn: For all of you listening for the first time, we've had literally a couple hundred people join us because of this exciting lineup of speakers that we have this month. Today we have with us George and Sedena Cappannelli. Welcome.

George: Hi, it's good to be here.

Sedena: Hi, thanks for having us.

Robyn: For all of you that are new, my name is Robyn Benson. I'm a Doctor of Oriental Medicine and the Founder of Santa Fe Soul, Health & Healing Center where we held our first annual Self-Care Bliss Weekend. We invite you next year.

Kevin: Exactly. I'm Kevin Snow. I'm an Intuitive Counselor and Shamanic Practitioner here at Santa Fe Soul. We want to invite you to become part of our community here at Santa Fe Soul as well, so check us out at SantaFeSoul.com. If you have any questions you can call us at (505) 474-8555.

Robyn: Just to let you know all know, this month we started planning this Be Fabulous at Any Age a year ago and to line up this extraordinary lineup of speakers that we have. We're just so thrilled to be starting this whole month with George and Sedena. Again welcome. We're thrilled to have you here. I just want to mention that we've been speaking to George and Sedena since the very beginning of this Self-Care Revolution™. We know that every month their message would fit in, but this one in particular because they are going around the country with their latest book.

Without further ado, I'm going to go over this amazing couple with you. George and Sedena Cappannelli, authors and truth-tellers, organizational consultants and Co-Founders of AgeNation, offer sage wisdom, practical tools and inspiring messages for the 150 million Americans who will soon be 50 and older whose issues are being ignored, and whose talents, wisdom, and experience are not being honored.

Their new book *Do Not Go Quietly: A Guide To Living Consciously and Aging Wisely For People Who Weren't Born Yesterday* is an Amazon bestseller and a rallying call to older GenXers, Boomers and Elders to use their years wisely and not meekly submit to the marginalization of society. It is also a call to younger people who will soon inherit a brave new world. The two have Co-Founded AgeNation, a hub for people who weren't born yesterday to deliver inspiration, resources, information and engagement.

George and Sedena seek to build bridges of understanding and cooperation across the generations. Their valuable and insightful tips and tools also speak to older millennials (that's the 30 to 36 year age) and younger GenXers (ages 37 to 40) who in today's world often find themselves sandwiched between older children who still live at home and aging parents and relatives who rely more and more on them for support and guidance. These tips and tools are empowering and valuable to all three of these groups as well.

I just want to add some further information. Sedena is also the Co-Founder and President of About Life, Inc., a company that she created to bring personal empowerment and innovative wellness programs to women around the world through keynotes, seminars, coaching, books, tapes and related products. Her signature series of dynamic SELF – Self Enhancement Life Fulfilling – and PEP – Personal Energy Program retreats and programs are presented in locations around the country, online and in a new book.

George also has extensive credentials in the entertaining, nonprofit and political

sectors. As President and Founder of Theater Visions, a New York based film and television production company; George won numerous international film awards. He was a Co-Founder of the International Integrity Program and served as the Executive Director of the Sedona Institute and Director of The Society for the Advancement of Human Spirit, an organization Chaired by the Dalai Lama. I could go on and on about you. How exciting that you're here with us today.

George: It's exciting to be here and I don't know who those two people are you described. I'm exhausted just listening to you.

Robyn: I know.

Sedena: Thank you very much, Robyn.

Robyn: With all that you're doing with your book launch, and I think you just mentioned that you have 170 interviews scheduled just this year since your book came out a month or two ago. When did your book come out?

George: At the end of April, so it's been a few months.

Robyn: That's fantastic, and also this big mission of AgeNation and Navigating Your Future. Could you start by sharing with our listeners how you got into this business? Why don't we start with that question because I know a lot of people want to know about your past and your inspiration?

George: In some ways, the work that both of us as been doing all of our lives has really been about engaging, inspiring and inviting people to their next level of consciousness and health. In regard to this focus on aging and the second half of life it happened, as so many remarkable things do, a little bit by accident.

We were making passages with both sets of our parents who were later in life and end of life passages, and we were really shocked by how unprepared we were, how unprepared they were and how unprepared many of the institutions and businesses in our country and our government are to address the remarkable challenges of this demographic revolution that, as you said, eventually will see 50% of our population here in the U.S. and in all industrialized countries in the world, over 50 for the first time in history. That made such a deep impression on us that we decided we needed to do something about it. The work that we do under AgeNation and specifically in *Do Not Go Quietly*, issue from that motivation.

Sedena: There's not much to add to that because I'm right there with all of that, but

we also felt the stress of this whole transition that people are going through left and right. I'm sure that everybody listening knows somebody that is going through transition. Whether it's a friend or family, it doesn't really matter. We're all in this together.

There's something like three million teenagers who are the sole providers for Alzheimer's patients that happen to be their parents or their grandparents. We're in this together. It's not just about us over 40 or all the different millennials that you were describing, Robyn. It's for the younger generation who is really going to inherit this new world.

George and I just felt that we had written *Say Yes to Change* and we had written *Authenticity* and other self-help kinds of books, and we decided that this would be our life's work because after all we're in the second half of life and this is the time for people who weren't born yesterday to reinvent their lives and reframe everything that they've done and garner it all into a great package of wisdom and experience and share that with the younger people who need it, and share it with the world. We need the wisdom now.

Kevin: We sure do, and our gratitude to you for furthering this message in such a powerful way. Can you share a little bit about this book, *Do Not Go Quietly*, and how did that come to be?

George: We're activists, social, cultural, health, political or whatever. We realized that those of us who are in the second half of life have a wealth of experience. We've been involved – some of us in different ways, either supporting or directly engaged – in some of the leading social, cultural and political movements of the 20th Century.

We know how to get things done. We care about the world, and clearly the world needs a lot of care these days. Obviously *The Self-Care Revolution™* points the responsibility and attention toward us as individuals, but we have a collective responsibility as well.

The book's a clarion call. It's designed to say hey we can do more, we can do better, we can certainly begin by completing the individual work that each of us needs to do, the work of balancing body and mind and spirit and emotions so that when we come back out into the world in an active sense, we're not visiting incompletes and personal wounds on the world, but we're actually helping the world to increase in consciousness.

The book's a journey that gives individuals a look at where the world is today and what's going on – a lot of numbers and statistics and trends and whatnot. Then it guides people through three stages of looking at the past, learning to live more powerfully in the present and charting a new course for the future.

Sedena: Also, we've written *Do Not Go Quietly* so that it's kind of a personal coaching session or like a little seminar. Each chapter has a life rule, which is just one of hundreds of quotes throughout the book. Life achievement, for example, would be someone like for instance Carl Jung, one of the founders of modern psychology, where it's exploring his work on dreams and mysticism in his 80's. That's just one.

It's just to remind us all that there are so many amazing people out there, which many of us know personally as well. There are famous people that we look up to who didn't begin to get started with their lives until they were 60, 70, 80 and 90. Then there's also a life tool, which is sort of an exploration of the chapter that can take you deeper. It's a great book for journaling or just opening to wherever you feel drawn as well.

Robyn: I think it's great. We had some time with you before we went live with our listeners. Can you talk about the reception that you're getting? Obviously you're winning these great awards, so share the great news.

George: This is the time of year that the book awards season begins and it runs through the end of the year. We've been honored with two of the early book awards. The Independent Booksellers Award is recognition for books for better living. We received an Independent Booksellers Gold Medal Award and a Pinnacle Book Achievement Award for the most inspiring nonfiction book of 2013. It's wonderful to get recognition from the industry and from peers because you know that you're doing something that is catching people's attention. That's gratifying because, as you know, putting a book from start to finish out into the world is always a labor of love.

Sedena: It makes us feel great and is confirming because it tells us, along with the energy, just the receptivity of people now for this message. It's a timely message. As you were saying Robyn, when we were taking before we went on, there are conferences and there are people waking up to this demographic revolution in a new way. They're finally realizing that we're getting older and we need to do something to support ourselves and empower ourselves to make this the absolute best time of our lives, as it should be.

Robyn: I'd love for you to share with our listeners this great event that AgeNation

put on last year. You brought in Gene Houston, Michael Meade and Michael Gelb, so many amazing speakers and messengers that really spoke to this topic. Can you share a bit more about that and your whole experiencing putting that incredible event together?

George: Sure. The conference was a pilot for a series of conferences that we're going to begin doing around the country under the title of Navigating Your Future. We've been blessed, as both of you have in terms of the work that you've done this year with all of the gifted individuals that have been part of The Self-Care Revolution™. We also have a collection of individuals who have been doing extraordinary work getting the world ready for this time when so many people will be over 50.

Gene Houston is a sage and well-known author. He's worked with over 105 countries under the auspices of the U.N., helping them look ahead to the future and whatnot. Michael Meade is an anthropologist, storyteller, wizard himself, a very gifted individual whose book *Fate and Destiny* is just a remarkable seminal work on the second half of life's journey, and on and on and on. Julia Cameron, Michael Gelb you mentioned.

Sedena: Rabbi Zalman Schachter-Shalomi, we had an interview that George did with him, which we shot up in Boulder and he talked about a sage. He began the spiritual eldering movement, and Robyn, you were part of that.

Robyn: I was a speaker. It was so great.

Sedena: We were blessed to have your aging consciously wisdom.

Robyn: Seeing Ram Dass live.

Sedena: The health aspect was wonderful. We had so many incredible people around us.

George: Many of these people are also part of a new organization that we've created called The World Council of Wisdom Keepers. We're going to be expanding Navigating Your Future. We had some wonderful musicians, entertainers and comedians. It was really designed to be an event that tickled and stimulated the whole system and encouraged people to celebrate this time of life.

We're going to be doing a series of them this coming year. In fact we're going to be doing six Wisdom Keeper weekends at Unity Village in Missouri starting next spring, and then a seven-day conference. Hopefully, we're going to be doing some great

collaboration with The Self-Care Revolution™ here in Santa Fe with the next event. It's an exciting time because the world is belatedly waking up to the reality that this shift is happening, and we need to really roll up our sleeves and get ready for it.

Sedena: I don't want to leave out all the products and service contributors that we had. We had over 30 booths and incredible products and services to raise the awareness about what wonderful tools are out there for people to use at this time, and we'll always continue to do that at all of our events.

Kevin: It's so important and we definitely support that as well. Having resources for people is so critical. That's what both of you are doing and that's what we're doing here, and our listeners are grateful as well.

Sedena: AgeNation is the hub for people over 40, as you know. At AgeNation.com we have many different tracks. We have health and wellness, finance and careers, avocations, relationship, finance, life transitions and it goes on and on – spiritual development and travel coming up too.

The reason that we cover the whole spectrum of life is because it's essential to our health. To have good self-care, we have to have a happy professional life, a happy relationship, a good sex life, a good environment, a healthy environment and happy positive thoughts. All of those things, including making our dreams come alive, are what keep us healthy and living longer and well.

Kevin: Absolutely. We've identified the busy lives that you both have. Could you share with our listeners how the two of you maintain your self-care and what are some of the high points of each day that are helping you to get through this very busy schedule?

George: I can't say. I have an unusual view of balance. For me balance is a whole systems concept. There are times where I'm going 600 miles an hour and then there are other times where I'm in neutral or real slow and quiet. Over the course of my life, I think I've found a number of ways to stay in balance but they don't all happen each day.

There are some things that I do each day. I begin my day in quiet with reflection and meditation. I do my best to keep my body somewhat toned and limber. There are times where I'm not doing quite as much as I need to. There are moments where I remember to stop. There's a chapter in our book called Go No Faster Than Feelings Can Follow. I pay attention how I'm feeling. There are other times where I find myself

getting out of balance, getting impatient or irritable over things, and I use some different techniques. Gratitude is one of them and just stopping and paying attention to breath.

Those are things that I do – not always, not every day with as much consistency as I would like – but they’re tools that ultimately serve me.

Sedena: I have to add this. I’m just so pleased that lately George has been back into his real gift of sculpting. He’s been doing some amazing work, really resurrecting that part of his creativity. I’m noticing that he’s feeling much more balanced. I think it’s important for all of us.

I would like to do more of that. I love to paint. Right now what’s giving me a lot of joy and balance – because I’m really clear about stress and how we live in a stress filled world – so I have something that Robyn mentioned called PEP – it’s the Personal Energy Program. That’s how I start my morning. It’s on the EnlivenedAgeing.com site. Ageing is spelled with an “e” for energy and you can buy it on the AgeNation site.

It’s a really dynamic and distilled personal program for balance, energy and rejuvenation. It’s been working for me and it’s very de-aging as well since 1990. I swear by it. I do it every morning whether we’re on the road. Wherever we are, I do it even if I have to do just 15 minutes. It’s sort of a moving meditation. I do that and a sitting meditation every morning. I just try to take breaks during the day to notice. Sometimes I’m on the computer and I notice that my shoulders are up by my ears. I just ask myself, how are you feeling? It’s been really helpful to me to ask questions and I ask those questions throughout the day – how are you feeling?

I try to pay attention to it. There’s an acronym called HALT – am I Hungry, Angry, Lonely or Tired – and I add S for stress to that. If I’m any of those things, I take care of myself. I eat, I rest or I do whatever is needed at that moment. I don’t always do it. Like George, we do the best we can.

One of the things that we do as a couple that really is helpful is we try to meditate together, even if it’s five minutes, especially if we’re in a stressful place or there’s a lot going on. Every evening before dinner we try to do that and it’s kind of our focus. That helps us as a couple. There are a lot of things, a lot of tips and strategies in *Do Not Go Quietly* that we share.

Robyn: I’m just curious. I know that you’ve got all these different programs that you offer through AgeNation – career, finance, life transition and all that. Is there a

defining strategy that you speak about that we can be as we age? Is there something that's a golden key to how we age gracefully?

George: Sedena may have a number of others, but from my perspective the most critical ingredient is that we have to be in touch with the unique dream that each of us comes into life with, and that I believe and that we write about and we both believe in *Do Not Go Quietly*. Our job if we have a job in life from my standpoint is to take a path that raises our level of consciousness in this incarnation.

The best and truest way to do that is to follow the dream. It's like a blueprint that's embedded in the DNA of each individual that I've ever known that we've come here to add our note to this symphony of life. We've come here to unfold a particular path, and on that path there are challenges and obstacles that strengthen us, but the key to a life of genuine value, of passion, of vibrancy, of health from my standpoint is to contact and be in touch with that individual life mission or dream, and to live it to the best of our ability.

Sedena: I completely agree. That's a major thing for me. We're just plain happier when we're connected to our dreams and we're expressing ourselves creatively. There's a ton of data that proves that our happiness factor triggers the body's own natural healing mechanisms.

Kevin: Yes.

Sedena: You both know that. Physiologists know that the body knows how to fight infections and retard aging. Living this rich experience of our dreams is actually a proactive way of being healthier and living longer and well. I believe that we have a choice as we're aging. It's a moment-by-moment choice. We're going to have doubts that come up as well. Things change and it can be scary at times. One of the things that helps me the most is staying grounded and connected with nature. It helps me drop doubts and insufficiencies to have a strong connection with nature.

The other thing is making a choice every moment, knowing that I can either be less vital or more vital, more healthy or less healthy. If I'm tired, I can choose to take a walk, or revive myself in the garden, or read a good book or I can watch TV. I always have a choice. I can relax and meditate or I can overeat. We can hold onto anger or let it go appropriately. There's just so much we can do in every moment, and we're literally de-aging when we do the positive things.

Kevin: Maybe you can elaborate on that a little more for our listeners who are

struggling. They're still working after the age of 65, they're still feeling stuck on this hamster wheel for lack of a better term, and they don't feel like they have a choice. Can you speak to that a little bit?

George: I would say that all of us at some particular level are required to do some level of work in the world or for the world. When Sedena talks about choice, there are times – it may be at the end of the day, it may be late at night, it may be early in the morning – where each of us can carve out a private protected space in which we can do our work, the work that we're called to do.

Maybe it's a little bit of writing. Maybe it's a little bit of painting or music. Maybe it's a little bit of thinking about a new invention, a new product or a new service. Maybe it's a way of realigning ourselves so that our relationship with our children or our spouses or our friends is better. Each of us has a chance to do our own work every day. That's a choice we can make no matter what our obligations in the world are. What I find is that when I make those choices, it gives me more fuel and more energy to deal with the stuff that I've got to deal with in the world.

No matter what kind of a wheel we feel like we're on, I think we can make better use of our time on Earth if we utilize private time to do the things that refuel us and energize us. I think eventually the more time we spend in those private moments doing those things, it actually then changes what we're able to do in the world.

Sedena: I agree, Kevin. It's really the answer. Everybody's different and it's too bad that we have to still be working, especially if it's something we're not enjoying. It's like what Rumi said – *let you love be what you do*. So find something, as George was saying, that you love and do that. Tap into resources that you have already have. We have tremendous power that we're not even touching into.

When we were children, we thought and felt about what we wanted, not about what we don't have. So much of it is a positive reflection. We can use our imagination and think about what are the things that made us laugh and feel good when we were children? We can tap into those childhood traits because we're actually meant to grow younger and retain those childhood traits, not to grow older. What is it that you loved to do when you were younger? As George said, just start doing it, Sing in a choir or reach out to a young person and help them and keep your body, mind and spirit positive. That's the big thing.

It's like sustaining an old home and keeping it looking young. You don't just put a coat of paint on it. You take care of the infrastructure. That's really what *Do Not Go*

Quietly is about. Our wish and our deepest desire is that that book will help people at this time of life to resurrect some of their dreams and to really feel good about this time of life. Even if you are working, it can be an incredibly rewarding time.

Kevin: I love that as far as this idea of balance and really carving out this time for yourself. That's really been our consistent message all along. We still do have choice. It's all about choice. As you're sharing with people how to do this, will you speak a little bit about how you help people to leave their legacy, to leave their mark on the world?

George: That conversation about legacy I think opens some really large doors. We live in a world that is youth obsessed, age adverse, and death is not something that we talk very much about. We may talk about how someone dies and we may occasionally in some organizations look at what we think happens after someone dies, but we very rarely do we spend quality time, as Carlos Castaneda used to say, consulting with death over our left shoulder while we live.

Legacy is the result of what one does with passion and commitment while one is alive. Of course in our economically dominated world, legacy gets translated too often as how much money or how much stuff you're going to leave behind you. One of the aspects of legacy that we talk a lot about is what are the essential qualities? What's the real gift that each of us develops during our lives that we can then transmit to those who we love and those who are in the world around us that makes their journey more effective?

If it had not been for the things that people who have gone before me communicated in various ways that I was able to stumble across through books, lectures, programs or conversations, I'd still be playing with my navel someplace. Thankfully, those people created legacies and they made them available to me. That legacy wasn't money or stuff or whatnot. It was the gift of their wisdom. I think a life that's well lived and a life in which one is pursuing one's dream naturally produces a great legacy, and that legacy can then be transmitted to others.

It also is the greatest insurance against the fear of dying because if one is running the course well to the best of one's ability – whether you're winning or not according to the world – if you know that you're doing your thing in the world, then as you get close to the end it's almost like you're ready for a vacation. You're ready for a celebration.

It's nothing something terrifying or challenging. It's not something that we dread. It's

like eventually we put our feet up and we say okay I've done this, I've run the course and now perhaps I'm ready for a transition, a rest, a new whatever. The whole idea of dropping the body ceases to be an anathema and it just becomes the next stage of evolution.

Robyn: I very much remember Gene Houston talking about people having second and third careers. At 75, it's not too late to reinvent yourself. I loved that message and I see that that's a big part of what you do with AgeNation. Can you speak a little bit to that? Are you seeing people going from this dormancy so to speak at the end of their life where they're retired and coming back into a new passion?

George: All the time. Over the course of our work through workshops, programs and conferences, as one of the interactive pieces we say to people if you weren't doing what you're currently doing, what would you be doing? Honestly, something magical happens in the room.

People's body language and energy change. The color of their face is different. There's something in the sound of their voice. They can be CEO's or plumbers, it doesn't matter. All of the sudden, they'll start talking about the dream they have to be a coach or to be a song writer or to work with kids or to be healers. It has nothing to do with their current career, but all the sudden this thing happens.

The nice thing about this demographic revolution is that we're being gifted with more time after we reach retirement age than many of us have been occupying in our careers. The question is what are we going to do with this gift of our lives? What a lot of people are saying is I'm going to live my dream, I'm going to coach, I'm going to paint, I'm going to write, I'm going to do that thing that I wanted to do and I never did because somebody told me it wasn't practical or it wasn't realistic, and now I'm going to do it.

All of the sudden, we're going to have generations of people able to spend this vital incredible time doing some of the extraordinary things that they've always wanted to do. Two careers, three, four or five – what difference does it make? If I think about it, I've lived seven or eight lives in one lifetime.

Sedena: I'm sure that I have too. It's really true that some of us are given 30, 40 or 50 more years. The medium age in all history is something like 19, and that's hardly a chance to grow old once. We're given this whole chunk of time, as George said, to reinvent ourselves if we want and reframe our lives with purpose and meaning.

We had a lot of energy when we were younger perhaps, and it may be different now but now our souls are empowered with all this knowledge and wisdom from the mistakes we made and the missed opportunities and all of that, and they're seasoned and ready for rich experiences that require a deeper spiritual, emotional and psychological energy.

Frankly we were not prepared and just didn't have when we were younger. I know that I was going way too fast when I was younger to take in anything, so I'm really grateful that there's time now. Emerson said "*As we grow old, the beauty steals inward.*" So the body ages but the spirit doesn't and this is our opportunity to stand tall in our gifts and share them. Our world doesn't need any more procreation. Our planet is full. What we need is wisdom, understanding and experience.

George: This is the work that you're doing that's so critical. Because people are living so much longer, the need for them to live lives of greater health and to take better care of this physical instrument that they're making their journey with, it's so essential so that these extended periods of lives can have the opportunity for them to do what they choose to do.

Sedena: Right, so we're grateful for that work that you're doing and that anyone doing work around health and wellness, it's so essential. How many times have we heard people say without my health, what do I have?

Robyn: Exactly, so many people go into their retirement with health issues. That's a big part of what's going on. I just think this message of reinvention as part of AgeNation is just so critically important. It's so exciting. I'm 48 and I'm excited about growing older just listening to you.

George: Right?

Robyn: And saying, will I get older? I'm 48 and Kevin you're how old?

Kevin: I'm 49.

Sedena: There you go. You guys are already in it. We don't tell too many people this but longevity studies show that from 38, you're in the second half of life.

Robyn: That's true.

Kevin: Definitely and your message is so important to really ground this message of self-care. The self is the vehicle that is going to get us along the path of fulfilling these

dreams and having these experiences. It really is an inspiring message, but it's a very grounded message as well.

Sedena: Thank you. Some of this for me anyway was hugely important. We mention it in *Do Not Go Quietly* and it's a big part of AgeNation with transitions. When we come into the autumn of our lives, we can think of it as one of our seasons, just as the Earth has her seasons. We can see the harvesting of autumn and the settling in of winter.

It's really no less important than the seeding of spring, and one without the other is meaningless. If we think of our lives as a unity, then it's like a series of unrelated fragments. There's a cohesive flow and a unity to the whole. One period is not more important than the next. We can learn from young people and they can learn from us. This cross-generational wisdom sharing is huge.

Robyn, I remember some event around bliss where you shared about your son jumping on the trampoline and he hurt himself. That was very pivotal. It is so true. I love that you had the awareness around what this young child could teach you and it taught all of us because you shared it.

Kevin: That was very powerful. The concept was commitment. We were saying it a lot around here –commit to the flip.

Sedena: You just have to say the tagline that he gave you.

Kevin: That's right.

Robyn: Commit to the flip.

This is a very short story, but essentially a few days before our live event, my son was injured on a trampoline. My son is on the trampoline all the time. He's very athletic and the last thing I thought I'd get is a text message saying Harrison's injured. I came home and he was in pain. I said Harrison, how did this happen. This is so unlike you. He quietly said mom, I just didn't commit to the flip. I had an aha moment like you wouldn't believe. This is why I'm committing to the flip with The Self-Care Revolution™.

I just want to say that Kevin and I are essentially in the second half of our lives. Here we are living our busy lives, our practices, I'm a mom of two kids and yet this big inspiration came in through The Self-Care Revolution™. Were we going to wait and do it later in life, but why not now?

It's just so cool, all the people that we've met that are really excited about being alive, living well and thriving. It's just so great that Sedena and George are giving a real voice. Often people are living in the moment and they're not even thinking about what life is like after 50 or 60 or 70 and how vital, purposeful, fun and engaged your life can be.

I think it's fantastic that you're writing about it, you're speaking about it, and you put on this big event, your AgeNation and Navigating Your Future and all that you're doing. Just being around you two and your message – and of course Sedena spoke at our Bliss Event. It was a great talk that you gave to all of our listeners. It just gets into your skin. I'm thinking about this all the time. I'm inspired by the work that you're doing and sharing that with lots of other people in my life.

Sedena: Thank you. We're inspired by you. It's wonderful to have such kinship and understanding. That's another great thing about getting older is that we have got a kinship. We're all in the same boat. We're all aging and we might as well share the gifts and talents that we have. There's been so much extensive research done too on thousands of people 50 plus. They found that there's a developmental possibility with the second half of life that starts at 50 and goes to 80 and beyond. It's not so much about physical performance of course.

It's about the mind and the spirit. If we're willing to tap into this stage of evolution that we have in front of us, then the decline of the body and those losses that come with age are easier to bear. Evidence shows that we have increased inner security at this time of life and a redefinition of time and space and life and death, and all these cool things that we just didn't have access to when we were younger.

Whoever's listening, ask yourself what do you know now that you did not know when you were 20, 30 or 40? You can find new purpose in your life now and connect deeply and meaningfully with community and all kinds of things with your new knowledge and wisdom and juiciness.

George: There's another question that I think is really critical, and I think asking the question helps realign priorities. It goes back to this question of what was I born to do? What am I here in this life to accomplish? There's a well-known story of a famous Rabi who was getting close to the end of his life and one of his students came to him and noticed that he seemed sad. He said Rabi, what's going on? The Rabi said I know it's getting close to my time and I have some concerns.

The student said, but Rabi you've done so many things, you've been like Moses

leading the way, you've shared so much wisdom and all the rest of it. The Rabi looked at him and he said the fear that I have is that when I die, God is not going to ask me why was I not more like Moses. He's going to ask me why was I not more like myself? The fact of the matter is unfortunately since the Industrial Revolution, since the age of reason, we have not been leading our own authentic lives. We've been leading lives that are about productivity, performance, societally motivated. Many of us have been out of touch with that essential being, that mission.

If we want to age wisely, if we want to age consciously, if we want to retain our health and our wellbeing, we must ask the question what am I here to accomplish and what is left? How do I manifest the authentic me, the original me in this life? Not someone else's life. Many of us are leading lives that we were inducted into as children, believing that we were doing the right thing but we were inducted into it by well-meaning people who wanted the best for us. They wanted us to be financially secured and all the rest of it, but they didn't always take into consideration that our dream was.

In indigenous cultures when a child is born, was born, the elders gathered and their task was to identify the unique gifts that child was bringing to the tribe or to the community. Then their job as elders was to mentor and engage that child in growing up to inherit that gift. Today we teach our children to be like others, to not stand out, not to be too different, to fit in, to get acknowledgment.

All of that's great but it distorts the individual dream. We need to go back. Those of us who are older have an obligation. When we see a spark happen in a young person, our job is to fan that flame so that we can help ignite in that child that unique and authentic gift.

Kevin: That's inspiring. I'm inspired by that. Playing off of that, how do we create a more age-friendly world, a world where we really do have these communications like you're talking about, this multi-generational communication and sharing of wisdom in that way?

George: I would say first of all wherever we find ageism and the marginalization or belittling of people who are growing older, we have to stamp it out. Those of us, who are aging, have to stop tolerating it. We have to stop tolerating disrespect and the illusion that the only thing that matters is youth and energy in that particular way. I also think that there are hundreds of things that we can do. Sedena mentioned it before that in our book we celebrate achievements and accomplishments that people have. We need to look at the truth to recognize how many people who are older have

made our world better. Third, we need to change the way businesses operate.

If you go into a store today, the signs are too small to read. The products are placed on shelves that are hard for older people to reach. We need to make the world accessible and honor them. The labels on bottles – how many of us who are younger with glasses and magnifying glasses get up in the middle of the night and try to read the label on a bottle of pills? There are hundreds of ways that we can make our world age-friendly. We need to do it and the first group that needs to do it are those of us who are aging – and to use that wonderful line from Network – have to say I've had enough and I'm not going to take it anymore.

Sedena: There's a real myth about youth. I know as a woman particularly, but men too, we've been taught since we were very young to resist aging and to push down any physical sign that we're aging, and look to younger images of ourselves as good. This is an illusion and it's not going to change until each one of us decides that we're not going to measure our wellbeing and happiness and a good life of aging by a youthful standard. It has to be measured by a new standard. Midlife and beyond is a new territory now for all of us.

We're the ones who are going to recreate that. It's up to us to decide how we're going to have our world be, or we're going to be marginalized. It's just that simple, and every single day we vote and we can reach out. There are all kinds of things happening on the Internet.

I just want to point out one tiny little simple thing that we can do cross-generationally. My sisters and I all reach out to our nieces and nephews on Facebook and that's where kids relate. That's where they communicate. Even though I barely have time to do it, I try to let them know that I'm thinking of them by answering and staying in contact with them in that way. That's just one simple thing that we can do. Even though we may not like it, we can reach out and try to learn new ways of doing things.

Kevin: Awesome. I really think it's important to embrace technology to a certain extent and maybe even using that as a platform to create the communications. Getting help in that way I think is also a great suggestion as far as creating this generational conversation.

George: So is pacing and leading. We can't very well bemoan the fact that younger people aren't paying any attention to us if we're not willing, as Sedena said, to reach out and use communication strategies that they understand. Then once we form a

connection, we can start to build genuine rapport and ultimately relationships.

Robyn: As we come to the end here, can you give us a snapshot into your future and where you're going with this work with AgeNation and Navigating Your Future, and can you let all of our people know how they can find you? What's the best email?

George: We have a number of them. The best way to reach us is info@AgeNation.com or AgeNation@gmail.com. We also have the book site, which is DoNotGoQuietlyTheBook.com. Folks can go there. Our work is growing organically. We're taking our AgeNation radio network, which has been a podcast show, and we're taking it out to 800 or 900 stations coming up, some terrestrial as well as a number of podcast networks and stations, so folks can look for us on the radio in a much larger way. We're expanding our conference division, our digital magazine next, which is free to subscribers on AgeNation. That will be expanded dramatically this year.

Sedena: Yes, we're going to include our Wisdom Keepers in there, so we'll have great articles and it will be interactive. Young people will like that too. It's a national digital magazine.

George: We're doing some great work under our consulting division with cities and organizations that are interested in being better prepared for the future. We've been working with Albuquerque, which is one of the five best cities in the country for its aging population.

Sedena: I'll add one thing, George. Everybody listening – women anyway – join me in the Yucatan for a weeklong de-aging, Beauty Inside Out Enlivened Women's Retreat. It's an opportunity for recreation and to really recreate your life, revision, rejuvenate, learn life-enhancing skills for greater energy and beauty inside and out.

I'm doing that to kick off the New Year in 2014 at the end of January, and that will all be posted on AgeNation.com probably by tomorrow. You can call and ask for more information. We're going to be sending out lots of things on Facebook. Please like us and just communicate. Let us know what you want to hear. This is meant to be a playground for everyone. We're working with Santa Fe Soul. We're working with a lot of individuals who are supporting elders and who are just doing good work for aging consciously. Let us know who you are and talk to us on Facebook and AgeNation posts, and so on.

George: Robyn, we've talked about doing some more expansive outreach jointly and

all of the great work that you're doing in The Self-Care Revolution™. It's terrific work and, as we've talked about, there's no reason for us to reinvent our whole health message when you're doing such a wonderful job. There are a lot of those kinds of collaborations we're looking to form.

If I had a single message that I would like to leave listeners with, it's that you need to turn down the noise of the world often enough and deeply enough so that you can listen to that source of wisdom that flows from within you. Trust it. It's the most valuable wisdom you will ever have access to. Instead of seeking out in the world so much, seek within, and there I think you'll find a lot of the answers that you're looking for and that's ultimately the purpose of all of our work.

Sedena: I agree and I would just add an anonymous quote. It says "never fear growing old; there are many who have never had the privilege." It is a privilege to be alive. Enjoy it. Be enlivened and celebrate this time of life. Thank you both so very much for having us on and for doing all the incredible work you're doing.

Kevin: It's been a privilege for us and an inspiring message.

Robyn: Inspiring and enlightening.

Kevin: Absolutely.

Robyn: Thank you for the great work you're doing in the world. Could you imagine all the people over 50 getting this extra charge? Can you imagine what the world would be like with that charge, that new lease on life, that wow I have people to really feel their seventh, eighth, ninth or tenth purpose is possible. How does that sound?

Sedena: Let's do it.

Robyn: Let's do it together that's even more fun. Take care. We thank you all for being with us today.

Know that we have another fabulous speaker, Dr. Steven Masley, who will be joining us in just one hour. He'll be live with us. We love you. Take care, George and Sedena, and we'll see you soon.

Sedena: Many blessings.

[End of interview]

STEVEN MASLEY

10YearsYounger.com | MD, FAAFP, CNS, FACN, CCD

TURN BACK THE CLOCK ON AGING: THE 10 YEARS YOUNGER PROGRAM: GET YOUNGER, TRIMMER, FITTER, MENTALLY SHARPER, AND SEXIER

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Robyn: Hello everyone and welcome to month ten of the Self-Care Revolution™. We're so glad to be presenting Dr. Steven Masley today. We just want to say we're here. We've come a long way to this great month's theme, be fabulous at any age.

Kevin: Just think back to January when we were talking to Marcia Wieder.

Robyn: Yes, all about dreaming and having the best year ever, which we certainly have. It's been a life-changing year for so many of our members. People are writing in being deeply impacted by one of our speakers. People are writing in their journals. Self-Care coaches too. We just ended month nine, which is the power of community.

Kevin: Amazing. Today we'll get 10 years younger.

Robyn: I can't wait. I've been so excited to bring all of you, Dr. Steven Masley, thank you for being with us today.

Steven: I'm delighted to be here.

Robyn: Without further ado, Dr. Steven Masley, MD is a fellow certified physician and nutritionist, author, speaker, and award-winning patient educator. His research focuses on the impact of lifestyle choices on aging, cardiovascular disease, diabetes, cognitive function, and weight control. His passion is empowering people to achieve optimal health through comprehensive medical assessments and lifestyle changes.

Dr. Masley is a Clinical Assistant Professor at the University of South Florida, and he teaches programs at Eckerd College and the University of Tampa. In 2010, he received the Physician Healthcare Hero Award by the Tampa Bay Business Journal. Dr. Masley sees patients from across North America at the Masley Optimal Health Center in St

Petersburg, FL. Dr. Masley has published several health books, including *Ten Years Younger*, and numerous scientific articles. His next book *The 30-Day Heart Tune-Up* will be published by Center Street, with Hachette book group. His work has been featured on the Discovery Channel, the Today Show, plus over 250 media interviews.

Thanks again for being with us, this is really exciting.

Steven: It's my pleasure. Thank you for inviting me.

Robyn: As we told our previous audience, we've been planning this month since last November. We have 13 speakers and we're so excited about it. A lot of people love the title of your talk and the title of your book, but Turn Back the Clock on Aging; The 10 Years Younger Program, Get Younger, Trimmer, Fitter, Mentally Sharper, and Sexier. It sounds good to me.

Kevin, please introduce yourself.

Kevin: I'm Kevin Snow, the co-host of the Self-Care Revolution™. I'm an Intuitive Counselor here at Santa Fe Soul and I am very excited to learn how to get 10 years younger and I'd like to ask, what led you to write this book?

Steven: We really have a crisis today, which I see as accelerated aging. A big part of the population getting old beyond their time and I started with my patients and had amazing results in helping people turn back the clock on aging, reverse heart disease and diabetes. I felt compelled to do something on a larger scale. Just helping one patient at a time wasn't enough, so that's really what has led me to this whole process.

Kevin: I think we're going to embark on a series of questions that will help our audience to know how to become 10 years younger. How did you start the program?

Steven: At first I was looking at a program to help reverse diabetes and heart disease. I opened it up to spouses as well, because if someone, you live with them, cook, eat and shop with them. You need to involve them if you're going to succeed with change. Over time we started seeing the spouse effect. They were trimmer, fitter and sexier. They were mentally sharper and felt so much better following a program that would reverse heart disease and diabetes, so when the Discovery Channel approached me and asked if I would be the host for their age-busting program and we talked about the results, they decided to name the show 10 years younger.

It's been this transformation of helping people reverse disease and realize that if you applied that to a typical average American they would be 10 years younger if they

followed that plan.

Kevin: So comparing these two things, that isn't a connection we're really making that if we're in a disease process like diabetes, that the same principles apply, so I don't have to be in a disease process to do the things you're suggesting.

Steven: It's more fun too, because you're giving people things to add. Add foods, add nutrients, add activities, add stress management and it's amazing how powerful that can be when you put it all together.

Robyn: Can you go into your program a little bit and share with our audience, who haven't read your book yet, what is the main gist or formula of turning back the years?

Steven: It's adding. I'm going to have people add specific foods; special foods like blueberries, dark chocolate, fresh vegetables, and lean protein... specific foods that help us turn back the clock on aging and prevent some of the most common diseases today. With that it's adding activity. I find that most people are far less fit than they should be. They're losing muscle mass and because of that it has metabolic effects on them and their ability to burn calories. A lot of people aren't managing their stress so they're just stressed out.

I'm sure you guys see this in your clinic. So those are my three pillars and I include the nutrient part with some specific nutrients, deficiencies that are more than half the population and if we don't address those people age at an accelerated rate. I believe we can fix all of this with these simple steps, but that's the gist of it and the pillars of the program itself.

Robyn: Can you speak a little bit as to the why of this accelerated aging, other than the stress that you're seeing?

Steven: It's interesting, when you look at school pictures in the 1960s, the teachers, kids and families look trim and fit. Somewhere around the 80s or 90s we don't look the same anymore when you look at these community shots. It's not just that the children are heavier and weigh more, we've actually got data from my clinic and I've seen similar data, that on children or adolescents that are obese, they have the arteries of 40-year old people, much older. They have accelerated aging, so by not being active, by gaining weight and being nutrient deficient, we as a population have made us get old faster.

Therefore, people feel old. Their waistline is expanding. Their energy is dropping. Their mental sharpness is dropping and there are ways we can measure physiologic age that are fairly simple that make this clear to us.

Kevin: Delving a little more into the food, I'm seeing that you spent some time at the Four Seasons Restaurant.

Steven: Yes, I did a chef internship. It was so much fun, but hard work. That's probably the hardest I've ever worked.

Kevin: Wow!

Steven: That was a process, but it was great. I'd already written my first book. This was helping design recipes for *10 Years Younger*. I knew about nutrients. I'd done cooking things in college where I would cater, but this was a whole new level so I really wanted to look at, if you took just healthy ingredients, how do you make them taste better? If they don't taste good then people aren't going to eat them. It was at that challenge of, let's make food indulgent with healthy ingredients, what combos can we bring together and how do we blend healthy fat, healthy protein and healthy carbs to help nourish people? That was an amazing process.

Kevin: I see you mention, in speaking about the lean protein, can you talk a little more about what the good protein is and what isn't?

Steven: Way too often today people are buying fatty, hormone and pesticide enriched protein sources. It's not free range or organic and I don't think everything has to be organic but protein is probably the most important, because when we look at pesticides in the American food supply, there have been good data reports out there that 40% of pesticide comes from meat and poultry, 40% is dairy, 10% fruit and vegetable and 10% is grain. That means the protein we pick is really important and that should be lean free range, wild caught and not processed.

Way too much protein is processed today and it's hardly food anymore. I'm okay with adding protein powder to a smoothie I love that, but I'm talking about these processed meats, burgers and sausage, they're not even food anymore because there's so much processing involved.

Robyn: Dr. Masley, with all the choices out there, you mentioned protein powders, is there one in particular that you recommend? I get that question often from my patients?

Steven: I tend to customize it. If I have someone with unexplained health issues, it's complicated, they've seen all these doctors, and it's hard to figure out easily what's going on. I almost always want them to do an elimination diet. If they're going to do that then the protein is really important. That will be rice, pea and potato protein and there are some brands out there that I like, but the essence of it is usually it's a rice/soy protein, which can be great. They can be good quality and clean. That's a great way to adding protein and revving your metabolism up first thing in the morning and maybe later at day too.

Robyn: I want to back track a little. We had a lot of questions that came in before the call. What got you interested in this whole profession? How did you get into medicine?

Steven: My dad was a surgeon and he was always. it seemed like most of the time he was at the hospital and to see my dad. Before I could drive a car, I would ride my bike to the hospital and usually find him in a surgery suite. This was back a while ago, in the 60s and early 70s, I'd just go to the head nurse and they'd put me in scrubs, I'd scrub up and go talk to him, make rounds with him or do visits with him. As cool as it was to see all these surgeries and how people loved my dad for saving their lives, I thought it was horrific as a kid seeing all these tubes.

So I thought what if we could prevent people from needing all this intense care, wouldn't it be better if we just made them healthy and nothing happened to them? That was my dream as a child growing up that we could prevent it. The sad truth is that we spend 90% of our healthcare dollars today on hospital and end of life care and I think that's tragic. All these procedures are such a waste, when we could eliminate the need for most of that if we got people to follow the things you teach and I teach everyday.

Robyn: I was just at a conference where they were talking about how 40% of all bankruptcies have to do with a sudden healthcare crisis.

Steven: Isn't that terrible? They have health issues so they lose their homes. That was before people could, you know, I guess starting today at least if you have cancer or heart disease you can go get insurance. Whereas, before you couldn't, so that's actually a major transformation.

Kevin: I'm reading the title again and part of being 10 years younger is that we can do this in 10 weeks, is that really possible?

Steven: Yes. We looked at what it would take to reverse type II diabetes and we noticed in 8-10 weeks people could have their blood sugar totally back to normal and be off all their meds in 6-10 weeks time, a typical person, simply by following these recommendations. Sometimes as early as two weeks. Amazing. So we set up a program helping people reverse heart disease and diabetes. We tracked them the average person who didn't have disease, healthy averaged age adult and it took 10 weeks to improve their brain speed, add muscle mass, decrease body fat and to increase aerobic capacity and fitness. That was the average time people took to be 10 years younger.

Kevin: Wow.

Robyn: How are you measuring all these changes?

Steven: We started by looking at what things predict how we age. What age is linear? What things change? For example, an average healthy person loses 1% muscle mass percent and gains 1% fat mass every year if they're doing everything right. In other words, they're shifting from free range to prime cut. It's a process. Some people are shifting 4-5% a year and that's terrible. Our mental speed drops. We shouldn't lose memory, but your ability to process math problems slows about 1% per year, we can measure that. We can measure lean mass. We can measure body fat.

Aerobic capacity, your ability to run up a hill and sprint up a hill burning and using oxygen drops about 1% per year, mitochondrial function drops at that rate. So we took a bunch of these measures... what changes each year over time? Then we looked at being 10 years younger you'd have to have a 10% improvement and we could see that lean mass, muscle mass, body fat, aerobic capacity and brain speed, all these things that changed for the worse over time in an average American we could bring them back to normal, because the average American is probably 10 years older than they should be.

Kevin: Okay.

Steven: They've hurt themselves.

Kevin: So we're living longer but we're really older.

Steven: Yes we are. We're living longer as old people. We're becoming a society of old people. We aren't trim, fit, mentally sharp and sexy. I'm not talking about individuals I'm talking about as a nation.

Robyn: I've read some of your material and you talk about only 2% of our population is living optimally, is that true?

Steven: That's an estimate. It's a hard one to pull down. What percent of people really meet all their nutrient needs? That's at most 5-10%. What percent of people get all their fitness and maintained their muscle mass and kept their body fat down and all those things? Not that many. What percent of people do things to manage their stress everyday? Maybe have some meditation, relaxation, prayer time or something. You realize suddenly there's not very many percent of people left. So the 2% is an estimate but sadly it's probably accurate.

Robyn: I think you're right. In my 21 years of practice, I treat a lot of generally healthy people that are suffering still. They look healthy on the outside but they're missing one thing, maybe something that isn't feeding their brain chemistry and I see that so much in terms of...

Steven: Yes and then the brain is sluggish. They'll actually feel brain sluggishness.

Robyn: What tools are you using to measure the brain function? Are you using brain scans? How are you determining this?

Steven: We have a simple questionnaire that we do. I use computerized testing in our office. We have a 30-minute program that looks at brain speed, memory, reactivity, shifting ability and it's been done on thousands of patients, so now we have a database. So, 20 to 70 year olds have these average scores. So we can see what an average score is for maybe a 50-year old and from brain quickness. You can measure where it is and we've actually published studies in clinical journals showing what things predict your brain speed.

Here's a critical part. If you're losing brain speed then you're at risk of getting Alzheimer's because when your brain speed drops, when your executive performance drops, that's the first sign of cognitive decline putting you at risk for dementia. So it's really important, in terms of long-term health.

Kevin: Is one of these food/activity or stress that's more important in brain speed?

Steven: For brain speed our number one predictor was actually fitness. It's aerobic fitness and it's very interesting. We've actually done studies where we've taken 70 and 80 year old people in the U.S. and randomized them in a control group with no activity or speeded them up and made them work out aerobically for like 30 to 60

minutes every day. The memory center actually grew, which you could tell from MRI scanning, when you made them more active. The chemistry, the connection sped up and their brain speed got better.

We've published data showing that when people get fit their brain speed improves. It's amazing how the body is interlinked and we're dependent on meeting our nutrient needs and being active. They are so important for health.

Robyn: You have a very busy active clinic. What you're seeing all these cases of people with heart disease and diabetes, but what's a typical day like for you?

Steven: I read a great deal and have about 20 medical journals I read, so I will set time up to read on a regular basis and follow information to stay current, because to me that's the most important. I usually see one or two people for an all day physical where they come for about six hours. I work on three or four follow-up visits per day with patients I've been seeing and then I have 2-4 hours to write and work on projects. I work a 12-hour day. I like what I do. I have projects I work on. I research and look things up. I write on this and that. I get to speak with fantastic people like Kevin and Robyn. I've got a blessed life. I love it.

Robyn: I agree with you. I tell people I spent 11 hours at my center on Sunday and I was so happy catching up with research, writing my own first book. The Self-Care Revolution™ is, in addition to my full-time job, we've created more than a second or third full-time job for all of us here. We had no idea, but this Self-Care Revolution™ is so mission-driven and our purpose to reach a billion people, we're going big time.

So many people like you see everyday suffer unnecessarily with the choices that we're making. The accountability program, how do you... so you work with people six hours in the initial consultation, but how are you working with them as they continue... like if we were to send someone to you what's the program?

Steven: They key is what their goals are. Here's the sad truth. If you don't push people their first goal is to lose 10-20 pounds. Maybe they need to but they have to have a better goal than that. I'd like to put their goal in terms of, it's transformational. They want to feel fantastic, have energy all day and be able to go 12 hours and feel terrific, without a pause daily. What do you dream for? I want to push them. If I had a magic wand and I actually do, I'll pull out my wand and show it to them and say I have a magic wand and can fulfill a wish, but you have to make a really good goal and wish so we can help you achieve it.

Then, you and I are jointly going to come up with a plan and you're going to have to follow it and it will come true and it does almost all the time. It's amazing!

Kevin: Getting into some of the aging accelerators that you identify... inactivity is one we touched on. The one I'm interested in is this idea of rusting.

Steven: Rusting is a simple word for oxidation. If we burn energy we make exhaust. It's like an exhaust product. Humans burn a lot of energy. We consume all these calories and then we burn them into exhaust. A car has it easy, you put gas in and the motor makes exhaust, which goes out the tailpipe and you never think about it. We produce our exhaust internally and it's in our cells and tissues. We have to neutralize that or we get accelerated aging. The factors that neutralize the exhaust we make are healthy foods, nutrients and fitness, which helps rejuvenate and regenerate all those compounds we consume. So rusting or oxidation is a critical aspect of aging. There's a great deal we can do to slow that process down or accelerate it if we aren't careful.

Robyn: As you know, we're exposed to like 80k different toxins or more very often in everyday life. How are you addressing that issue with your patients? I know what the solution is, but still, we're living in a toxic world so what are your suggestions to people that have had high levels of mercury, lead, etc. because we're indoors way too much. What are some of your ideas about that?

Steven: Detoxing... it's about choosing clean unprocessed food first. We can get some chemicals on our skin and breathe some in, but most of them we ingest. So by making an effort to say I'm going to buy clean food, unprocessed, more organic, more free range when we can, that makes a huge difference. The other thing is when you choose specific foods, curry spices, curcumin, turmeric, rosemary, there are cruciferous vegetables and they can double or triple our ability to remove these chemicals which is very important.

When we go out and exercise and sweat, we sweat out toxins but we also increase our ability. It recycles so we can remove toxins much more effectively so there's much more we can do to push toxins out of us through food, supplements, sweating and exercise, than most people are using today. So I think we can clean ourselves up. Mercury, I've published papers on mercury. Thirty percent of my patients have high mercury levels and it's damaging their brain speed and impacting their memory.

Most of that comes from big mouth fish. People need to stop eating grouper, tuna, bass, snapper, swordfish and shark, especially the ahi tuna and grouper. Yes, some

people can handle them and some can't. If you eat those fish more than two or three times a month, please check your mercury level. It's easy to treat and easy to avoid, but I think your point is that people don't even know they have it.

Kevin: Right. To get rid of mercury what is your suggestion?

Steven: Stop eating big mouth fish and your liver will help it drop. The normal used to be 5.8 and they've upped it to 11 and my data shows under 15, I can't see any big difference in cognitive performance, but 30% of my patients are higher than that.

Robyn: Wow! I want to understand this. You're doing a regular blood analysis.

Steven: The first time I see someone it's just part of my workup because 30% of people have high mercury. That's too many to miss.

Robyn: So you're not doing a challenge test?

Steven: No, I'm looking at their whole blood mercury levels right up front, just a simple screening test and 30% of my patients are high. They're trying to eat more seafood for their health.

Kevin: Right.

Steven: They're trying to do the right thing and ironically they're hurting themselves, which is the catch-22. So just letting them know, hey your mercury level is 25. I think that ringing in your ear and tingling in your toe, the fact that you have trouble remembering people's names, that could be because your mercury is more than 25. Most of the time when it drops back to 10, their memory is better and the tingling goes away, the tinnitus and ringing in their ears gets better. It's remarkable. Sometimes if they have bad neurologic symptoms we'll do an oral chelation agent and treat them with DMSA or something. Fortunately, I don't usually have to do that.

Robyn: People need to live your 10 years younger program every single day, which is a big message in the Self-Care Revolution™ is that self-care is a way of life.

Steven: Exactly.

Robyn: This is great that you're also talking about this mercury issue. We see it all the time. We do all types of detoxification programs, but if you don't take care of that foundation of this toxicity in your body than it causes other issues too. Another question I'd like to ask you is, how do you address the infections people have, in

terms of whether it's something simple like Candida or cytomegalovirus or anything like that?

Steven: I think most people their immune system isn't functioning very well and the truth is, when people follow my program they don't get sick very often anymore. You eat clean, get fit, and improve your immune system, you meet your nutrient needs so my patients seldom get sick.

Robyn: That's great.

Steven: It's not that big an issue. When I see them the first time, a lot of people are sick. I had a woman just today who said I'm sick all the time, what is wrong? Is it because I'm around children who go to childcare and they're making sick? No, they aren't making you sick you're getting sick and you shouldn't. Just because you walk by a child that shouldn't make you ill. How do you build immunity? It's the same thing. Detoxify to get the toxins out. Eat unprocessed good food. Get fit and sweat. Don't forget muscle mass. If you don't have muscle mass in reserve then you won't make immunoglobulins to fight infections and you'll be sick all the time.

So I frequently find people who are sick a lot, don't have adequate muscle mass.

Kevin: Talk a little about that and how we can do that. How can we do that? What are your recommendations?

Steven: When we look at the most powerful predictors of aging, between smoking or alcohol, cholesterol or any of this stuff. John Hopkins, Harvard study on aging, big important studies. They found that the most powerful was your muscle mass because if you don't have muscle you can't fight infection, you can't repair, and you lose balance and fall. So some of the best predictors of surviving pneumonia after age 60 and not dying from it is your muscle.

It's the same for not falling and breaking a hip. It's the same for living independently at 85. If you don't have muscle you're going to die, it's that important. If you're younger 35-55 and you don't have muscle then you're sick all the time and you don't look sexy. People look sexy because they have shape. We don't want to be skinny and flabby we want to not be bulky but you want nice shape, you want to have that athletic walk and talk. That's all dependent on muscle mass, so it's important for our health that we add this so we have that reserve, which I call a bank account. Extra protein to help you repair, fight infections and thrive today. I think it's one of the most important aspects of aging.

Kevin: So you think pushups are the best way?

Steven: I like... in *10 Years Younger* we have a set, so I'm looking at 8-12 body parts. So if you do pushups you have to do a pull back. A simpler one people know is the biceps arm curl. If you do a biceps curl you should do triceps. You want motions that go and oppose each other, so we want to complement them. And there's usually looking at big muscle groups like arms, thighs, abs and back have been most important, so we're doing things to strengthen our lower back and our abs.

I like to think of 8-12 body parts and you'll push them hard two to three times a week. To do that let's take your biceps. If you took a biceps weight and you can lift it 20 times that's not strength training it's too light. You should be able to lift it at least 8-10 or more like 10-12, but you shouldn't be able to get to 15 without breaking from. That's strength training. So you push it till the muscle shapes. You fatigued it and it will want to grow. Do that two or three times a week for 8-12 body parts and it's amazing how great that is for people's health.

Robyn: Dr. Masley, explain a little about your stress management program. What do you recommend to your patients, because there are so many things to choose from out there?

Steven: I think it should always be a personalized customized approach, because what stresses us out may differ. I think what you're looking for are what are the themes? Some of the themes I have for a plan first is sleep. Way too many people don't get enough sleep and are exhausted. That's physiologically stressful. You need good quality sleep and enough and most people need 7-8 hours a night. I would say 20-30% of my patients don't get that.

We need peace and calm in our day, whether it's reading a child a bedtime story, meditating, prayer, some forms of relaxation as you know, when we're all stressed out and frazzled our cortisol levels go up. Cortisol is a hormone and if we're stressed chronically all the time, cortisol ages us at a very rapid rate. It shrinks the brain and our muscle and bone mass. It increases blood sugar and fat in our waistline and nobody wants that tire. So you can actually look and see people who look chronically stressed and see the change in their body shape. What they don't realize is their brain is shrinking at the same time. That's not good.

I look at what we can do to help people. Peace and calm... a good workout is one of the best ways of managing stress. Again sleep. Don't overuse alcohol or caffeine. I don't mind if people have a glass of red wine with dinner, maybe a cup of tea or coffee in

the morning, but over using them is very harmful and it doesn't help stress to drink more. That's not a good use of it. There are so many options for stress management. We have new tools now like HeartMath. It's whatever works for a person, but I believe those are the things and much of it has to do with scheduling it. You have to make time and plan it. It's like your Self-Care Revolution™, you have to plan on it, work towards it and do it because it won't happen on its own.

Kevin: Definitely not.

Robyn: Can you mention to the audience where the best place is to contact you, the best website and where they can get your book?

Steven: Well, *10 Years Younger* has a ton of information. Right now I'm giving away a bunch of free materials that people can use, some teaching training sessions if they want to opt-in and sign up for those. Go to 10YearsYounger.com, there's a free tools and recipe section to measure fitness and nutrient intake, all those are available there to get people started to turn back the clock on aging so they can feel younger, trimmer, fitter, mentally sharper and sexier in little time.

Kevin: Right.

Steven: That's the best source is the website. Again, there are tons of tools and information there.

Kevin: There's one I was mentioned in that you mentioned earlier, curcumin that's the turmeric/curry yellow spice. It's an extract a specific part of turmeric, which as you know is a spice from India. It has potent activity to lower inflammation and also has many biochemical properties. It appears in cancer studies to decrease cancer risk and it's helped some patients with cancer that didn't respond to anything else.

MD Anderson is studying it big time. Columbia University in New York is looking at it for slowing cognitive decline. My most common use is for arthritis and inflammation and joint pain. I can say instead of taking a drug that puts holes in your gut and might give you a heart attack, all these anti-inflammatory meds, use curcumin instead it works nearly as well and it helps decrease your risk for cancer and cognitive decline. That's a pretty good side effect.

Kevin: Maybe you could elaborate a bit more on this epidemic that we're experiencing of inflammation overall.

Steven: Well, you know most people, if you eat fatty bad quality meats, refined carbs that it causes your tissues to be inflamed. It's like your cars making all this exhaustion that can't get it out so it won't run well and it won't run smoothly. It's the equivalent of putting dirt in your gas tank. The car won't run well, so a car just sputters. Humans, we act inflamed. Our joints ache. Our gut might ache. Our skin can be inflamed. You don't feel mentally sharp and we can do a blood test for that. I love the test, high sensitivity C - reactive protein, which is a measure of chemicals in the body that are related to inflammation.

We know when we get people to eat better, exercise and do these things, their CRP levels dropped, their joints hurt less and they feel better. So we take the average American lifestyle that is an inflammatory response and we give them an anti-inflammatory plan, which I'm sure you do in your clinic and I do in mine every day with the people we see. It makes a huge difference in their quality of life.

Kevin: That is excellent. There's another, you mentioned the mitochondrial function and/or dysfunction and how that relates to our ability to do anything.

Steven: Every cell in your body has mitochondria, just like every city has a power plant to make energy. With no energy how does the city run? Without energy our bodies don't run, so mitochondria are energy producing organelles in our tissues and cells that give us energy and get us going. So if we eat clean and we work out and our mitochondria are happy they work beautifully and we have fantastic function. My best analogy is to think of a guy in that old steamship where you had that person down below shoveling in coal, that's the mitochondria that's making energy. What if you close the damper and the smoke comes in and that guy's suffocated? You don't make much energy that way do you? That's what's happening to the mitochondria in our bodies when we don't take care of ourselves.

So if we poison the mitochondria we die, for one. That's like brain cell death, cellular death is mitochondrial dysfunction, but we can enhance it so the opposite of cellular death is optimal mitochondrial function which fills us with energy where we feel all jazzed up and ready and we accomplish tremendous things. So we want to nourish our mitochondria so we have fantastic health.

Robyn: With all the diet, exercise and fitness books coming out everyday as one of the top four areas, what makes your program unique? What makes it different from all that's out there?

Steven: First, we have proven results. We've done randomized clinical trials. We've

proven the program does what we say it does. I would say that 95-99% are just thoughts. They're great ideas but you don't know if it's going to work for you or not. I think that's huge that we've gone to the trouble of doing clinical trials, randomizing people, looking for results and what can you realistically expect?

Second, it's not just a quick diet. You've already said it. We want a lifestyle. You want to follow a plan that you love and feel good about. You feel great when you're on it and you can stick with it, if that plan should have stick ability.

So, if something is a quick result and you get off it, I don't see the point. This is a long-term lifestyle that's been proven to work and proven to help people turn back the clock on aging with realistic steps that everyday people can follow. That makes it very different than most of the diets out there.

Robyn: Yes, plus I think it's unique that you're a medical doctor and that you have this cooking background, which is awesome. So you've tasted the foods you're representing so you know they taste good and that's half the battle. If it's healthy but it's bland they don't want to eat it.

Steven: Yes, who's going to eat cardboard because it's good for you? Maybe once. If you had cancer you might do it for a week but eventually people would think I'd rather die from cancer than have to keep eating cardboard. Food has to taste great, to be delicious. The problem is, to survive famine for 85k years our genes are programmed to want to get more calories. So, we have the affinity for sugar and fat because they help us gain calories. So our taste buds are rimed for that. We have to stimulate our taste buds in other ways so our food tastes delicious without, because we don't have another famine around the corner it's not going to happen. Therefore, we need to come up with other things that taste great that don't put a jump on our waistline.

Robyn: I want to ask a question about the growing population of our youth with diabetes and obesity. One out of three children/teens are expected to have diabetes and obesity, what are your thoughts about this? How do you think we're going to change it?

Steven: It is tragic. You are describing a national economic catastrophe, which our kids' health today is deteriorating. They aren't meeting their nutrient needs. It's not just that they're overweight, as I said in the beginning, the average obese adolescent teenager has the arteries of a 40-year old. That means by the time they're 30 they

could have their first heart attack at the rate we're going. So they're much older on the inside, which means we aren't just doing this for ourselves, this is essential that we do this for the next generation.

If you let kids decide they'll order and eat junk food all day. Our homes where children are raised they have to learn to like the foods we're talking about like fruits/vegetables, beans/nuts and lean protein. The good news is they'll get hungry eventually and they'll eat whatever we have. We have to teach them to enjoy these things otherwise we're setting them up for catastrophe.

Robyn: This is a big underlying reason, the big why of the Self-Care Revolution™ is that so many people are younger sicker. It's like you said, that accelerated aging, and I can't tell you how many 20-30 years olds that I see and treat that have cancer. It's unbelievable. It's growing exponentially, the amount of people under 50 that are being diagnosed each day with cancer and following your program, 10 Years Younger. They say we all have cancer cells but you're not even going to turn on those cells, turn on those genes that are going to activate these disease processes by following your program.

I think it's great that you're getting this out into the world and we're going to do all we can through this revolution to let everyone know about your 10 Years Younger Program, because it's so important.

Steven: Robyn, your point is so right on there because food talks directly to our genes. It communicates with our genes its not just flavor. It's an active form of communication that tells our cells what proteins to make, what not to make, whether we age quickly or slowly, so food is the great communicator in the end. We have to help people make better choices.

Kevin: You have what you call the sweet 16 vitality foods, I thought I heard you mention a few already with one of those being dark chocolate is that right?

Steven: Let's be clear because I don't want the listeners to go out and buy milk chocolate because that's candy with very little if any cocoa in it. Dark chocolate means, by definition, minimum of 70% cocoa mass. It's dark and rich. It can have a little sugar or a little lecithin or little vanilla but it's 70% cocoa so it's rich in fiber, magnesium and it helps us release endorphins. When people have chocolate their arteries dilate and their blood pressure drops and they stop growing plaque in their arteries. If you give someone sweet cocoa and put a lot of sugar in it, it doesn't drop your blood pressure at all, but when you have someone drink unsweetened cocoa

their blood pressure drops.

What a huge difference that is. So yes, I'd like people to have either a cup of cocoa each day, a couple tablespoons or about 28 grams or an ounce of dark chocolate every day for their health.

Robyn: One of the things we do here at Santa Fe Soul, a lot of the practitioners will get a craving and we'll go for the dark chocolate. We don't have donuts here. We walk our talk here.

Steven: But isn't that amazing, drug reps bring donuts to doctors offices, what kind of message is that?

Robyn: Even with chemotherapy when people... even here in Santa Fe, New Mexico, love it. People leave their chemotherapy with their chocolate chip cookie. Interesting advertising there too.

Steven: Right and it's probably made with hydrogenated fat, the equivalent of embalming fluid.

Robyn: Exactly and that takes 50 days to break down.

Steven: They could come up with a dark chocolate maybe on fruit. It would be delicious and good for them.

Robyn: Tell our audience about your launch for your new book that's coming out in 2014.

Steven: The new book *The 30 Day Heart Tune-up* is coming out February 4th and in January I'm looking to do a launch with wonderful partners, affiliates, people like you trying to make a difference in the world and we'll be looking at offering at that time, a program. A book is great, it gives you tools and ideas but it doesn't always give you everything, it doesn't hold you by the hand and help you through it. I think a book with videos is more powerful. When you give people video information it can complement, like training sessions and videos. You can cover points and show people how to do fitness testing.

It's different seeing it than reading it, so it's my chance to help people succeed with making these changes long-term and we've done that for *10 Years Younger*, which is what we're offering on the website is a new video training series to help people follow

the 10 Years Younger Program. We're looking at doing that in January for the new book coming out to tune up your heart, energy, waistline and sex life.

Kevin: Awesome! We have a couple links we want to direct people to. Previously we shared 10YearsYounger.com.

Steven: In January it will be HeartTuneUp.com.

Kevin: There's a 15-minute video on the 10YearsYounger.com site.

Steven: Right. There's an opt-in and then we're offering to give away a series of training videos to help people know how to get trimmer, fitter, mentally sharper and sexier in a lot less time.

Robyn: What's your take on supplements? People get so burdened by choice so what are the top 5-6 things that people should be taking.

Steven: I'm glad you said 5-6 because some people are taking 20-30 things and they're burned out. Then they quit and they lose track of what's really important and they can't see the forest for the trees anymore, so they go back and forth lost. There are a few things I think are really critical.

- Fiber – the roughage we get from fruits, veggies and you can add it as a supplement. You can get chia seeds or ground flax seeds or other protein, but I'd put this number one of the things we should get each day.
- Lean protein (protein powders) can be good in a smoothie in the morning to help you rev up your metabolism and get you going.
- Vitamin D – I'm in Florida and almost all my patients are vitamin D deficient. People don't get an hour of sunshine on a tank top and shorts everyday. If they do and they're dressed like that they wear sunscreen so you don't get any vitamin D and it has huge health issues like cancer and autoimmune disease. This is a great supplement to have.
- Fish oil- for people who are inflamed.
- Magnesium and potassium – these are critical. Magnesium people might take a calcium supplement but that blocks magnesium absorption.

I just put a blog up on the website this week about...

Robyn: I saw that it's great.

Steven: ... it's about how common magnesium deficiency is.

Kevin: Great.

Steven: Those are key don't miss out. I think a good quality multi-vitamin helps people. We now have published data saying if you take a bad quality multi-vitamin a day, even that will decrease your cancer risk by 8-10%. A good quality one could probably double or more that benefit. So a multi-vitamin, get your vitamin D, consider some omega 3 oils, fiber, healthy protein and magnesium. I could go on but those are the most important essentials to me.

Robyn: Based on your years of being in practice and all the patients you've seen and all that you read, write and research, what is your most important message or words of wisdom you could share with our audience?

Steven: I think people have forgotten how terrific they could feel. It's way too common that when I see someone and they're in a funk and they follow the recommendations, they'll say to me, I forgot how great I could feel. I want people to know they can feel fantastic. They can have energy all day. They can be mentally sharp, fitter and sexier, and all the tools are right in front of them.

Kevin: You've mentioned sexier a few times, these are all the same things we can do to be sexier?

Steven: Sexier is partly how you look, so that's your movement and shape. It's also your circulation. For men and women, circulation is essential for sexual function. If we don't have it things don't work. The whole Heart Tune-Up is really about rejuvenating circulation, shrinking plaque and making your arteries dilate. You flush, have more color and you feel better. Your blood flow is better. There's improved sexual function and you look it. I'm not trying to encourage inappropriate behavior but I want people to look great. It's a basic desire to want to look beautiful or handsome.

I think we should encourage people so they look and feel terrific, and if they have a loved one they want to share that with they have terrific performance at the same time.

Kevin: So one thing to do to increase our circulation?

Steven: Those (f's) that are associated with enhancing your artery and not growing plaque, that's fitness, fiber, body fat down, fish and probably avoiding flour to better heart health and circulation.

Kevin: I like that. Do you have some suggestions on clean fish?

Steven: I like small mouth, cold water would be my favorite. I like seaweed so if someone is vegetarian, they can just eat seaweed. Maybe not kelp because it's too high in iodine, but they could have a half cup of a seaweed salad. Four or five days a week they could have a couple sheets of like seaweed people roll to make sushi with. That's an option. For shellfish people can have scallops, muscles, and oysters but from clean clear cold water, which has omega 3s. My favorite fish would be wild salmon, Seoul, sardines that are all terrific. Small mouth, cold water fish to eat more often.

Robyn: It's very clear that you live a life of vitality. You work 12 hours days. I think breakfast is really one of the most important meals, how do you start your day to sustain this level of intension that you're putting into your day-to-day life that's taking so much of your focus and energetics?

Steven: I usually do a shake. I can make it in one minute. I want to be efficient. I have a shake station in my kitchen. My blender is there, I get a couple different kinds of protein. If I have someone doing an elimination diet I'll use a soy/rice potato protein product. If they're trying to build muscle mass and they don't have to worry about dairy then I encourage whey protein, so 20-30 grams of a protein shot. I like almond milk, but the 30 calorie almond milk to me is terrific. It's low allergen, so a cup and a half of that and I usually put in a cup of berries. Today I used blueberries. It could be cherries or even peaches.

I frequently try to get organic berries and then I usually throw in a fiber plus to that, so I alternate. Today I did a tablespoon of chia seeds. It could be ground flax seed. I throw a tablespoon in and once in a while I like buying the organic kale that's already chopped and I freeze it. I find that raw kale isn't very good in a smoothie, so one or two days a week I grab a handful of chopped frozen kale and throw that in. I push blend, pour it into a glass, rinse it and I'm done in one minute. It's great. I have energy. I'm charged. It's a terrific way to start the day. It revs my metabolism.

What do you do for your breakfast, I have to ask?

Robyn: I'm also a big protein shake person. I find it's what sustains me. Honestly, I start with dark chocolate and anybody who knows me knows that. I think it helps. I

like to exercise in the morning. I'm a kettle bell girl. I'm a retired marathon runner, but breakfast is critical for me I have to have it. Typically a shake. I also like, sometimes I'll have chicken or fish, some salmon in the morning and that sustains me for hours. I'm a paleo girl and find that's where I do best. If I go into carbs I'm in trouble and will gain weight easily.

Kevin: Yeah, my two bagels every morning doesn't seem to be working.

Robyn: I'm putting you on the 10 Years Younger Program.

Steven: To a protein shake we're together on that. I'll have a veggie omelet with organic free-range eggs sometimes. That's it most of the time.

Robyn: I have to be very careful even with the fruit, berries because too much fruit isn't good for me either. I know berries are best, but I stick mostly to apples.

Steven: Berries have such a low sugar load and they're packed with nutrients. You'll free your brain and arteries. I recommend a cup of berries everyday for their pigment and nutrition properties to help slow and stop aging.

Robyn: You did say this and I agree with you, that organic is the best that's important because they're full of nutrients.

Steven: There are some more common than others. Strawberries it's much more important to be organic for that. Some blueberries, like some in Florida can be sprayed quite a bit, but if you get blueberries from some states like Washington they don't really spray them. You have to know what your local produce is, that's an issue.

Kevin: You mentioned pigment. Could you elaborate on that a little?

Steven: Pigments are the most powerful, along with spices and herbs, plant pigments the blue in blueberry and red in a cherry, tomato red, orange, and those are the most potent anti-aging foods we eat. They block oxidation that rusting that you asked about. So having a couple cups of brightly colored food a day is absolutely essential to slowing the aging process.

Robyn: This has been an information-packed and inspiring hour with you Dr. Masley. I want to say to everyone, thank you for being with us today. Just so you know the information and Dr. Masley's website will all be on the replay page, so share it with as many people as you know and love near and far, because we need

everyone to know about Dr. Masley's 10 Years Younger Program.

Kevin: Definitely.

Robyn: To be fitter, sexier, mentally sharper all those good things. Thank you so much.

Steven: You all have been fantastic thank you very much.

Robyn: Thank you for being part of the Self-Care Revolution™ message in a big way. What you're talking about is a big part of the solution to living well and vitally daily. Take care, everyone. Thank you again Dr. Masley and we'll talk to you all soon. To find out more about the Self-Care Revolution™ go to JoinTheSelfCareRevolution.com and if you have any questions write to us at info@jointheselfcarerevolution.com.

As you all know we're going very strong in 2014 and we love the ideas we've gotten from many of our members. We're excited to continue this journey with all of you and to create a better world through self-care.

Kevin: Absolutely, thank you.

[End of Interview]

VICTORIA MORAN

MainStreetVegan.net | HC (AADP)

THE LOOK-GREAT, FEEL-AMAZING, AGE-LATER LIFESTYLE

[These statements have not been evaluated by the Food and Drug Administration. The information on this audiocast is not intended to diagnose, treat, cure, or prevent any disease.]

Robyn: Hello everyone and welcome to month 10 of the Self-Care Revolution™. Be Fabulous at Any Age is our exciting theme that people are loving so far. We're in week two and my name is Robyn Benson. I'm a Doctor of Oriental Medicine and the Founder of Santa Fe Soul Health and Healing Center and Co-Founder of the Self-Care Revolution™.

Kevin: I'm Kevin Snow, the co-host and I'm really excited about today. I'm an Intuitive Counselor here at Santa Fe Soul Health and Healing Center.

Robyn: It's so gorgeous and feeling pretty fabulous at my age of 48, how about you?

Kevin: I'm feeling fabulous. Had a little dark chocolate. This place runs on dark chocolate.

Robyn: It sure does. Thinking about George and Sedena, talking about all the people, how many millions of people will be over 50? That was a wonderful conversation. If you haven't had the opportunity please take time to purchase the entire month or the year. We're keeping this unbelievably reasonable because we want as many people in the world to have access to this incredible Self-Care Revolution™ library with all these amazing speakers and people sharing their passions and messages.

Without further ado, we are very excited to welcome Victoria Moran today.

Victoria: Thank you.

Robyn: How are you? I should have asked before, did I pronounce your last name right?

Victoria: It's Moran but the other person who pronounces it Moran is Oprah. After she did that the second time I was on and she still did Moran, my husband said you

just have to change it, because now many more people know you as Moran.

Robyn: That must be what happened.

Victoria: It's a good sign.

Robyn: We're so pleased to have you with us. We've been trying to connect for months, back as far as March. You have a busy schedule but we knew we would find the right month that would work with your schedule and this couldn't be a more appropriate theme for you to be a part of.

Victoria is the author of eleven groundbreaking books, including *Main Street Vegan*, *Creating a Charmed Life* and *Fit From Within*. Victoria is an inspirational speaker and two-time Oprah guest, and host of the Main Street Vegan show on Unity FM. Victoria also leads Main Street Vegan Academy, a program training vegan lifestyle coaches. Today, our subject for this wonderful hour is *The Look Great, Feel Amazing, Age Later Lifestyle*. I love the title you chose for this conversation.

It's great to have you here and we have so many people here live and I know our timing doesn't fit everyone's schedule, but many people have been excited to be part of this conversation. So again we'd like to welcome everyone to the Self-Care Revolution™ family and those who have just joined us this month. Where do we start? There are so many questions. Let's start with your title. What is the look great, feel amazing age later lifestyle?

Victoria: It's a wonderful way to live. First, in which you just accept chronology. We live in a culture that has all these strange ideas about the size people are supposed to be, the net worth people are supposed to have and the age people are supposed to be. So first we get rid of all that and know that we are exactly where we are meant to be at this moment. Then, to live in a way that you really get the glow, which means you're going to be eating a high green, high raw plant-based diet and you'll be loving your life.

Kevin: That's exciting, and age later.

Victoria: I am working on a book about aging later and there are people out there who so defy what the birth date on their driver's license would have you believe and as I am studying these people, they have a lot in common. If we do some of the stuff they do we can age the way they're doing it.

Kevin: I think you can see it and it's one of the things you're mentioning is like the

brightness in the eyes, the general joy. These things are food related and I believe that's the message you're going to share with us today.

Victoria: It's true. They've done studies where they've shown photographs of people who have more natural beta carotene in their diet of carrots, squash and green leafy vegetables and it seems to give that rosy glow, a little like the way people like tans but many of us aren't tanning anymore. People who saw these photos determined that the high beta-carotene people looked sexier and more attractive than the other people. So even science is acknowledging that there's something to this.

Kevin: I love it. One of the things you have written down is a program MEND.

Victoria: This is something I've created for clients in my own vegan lifestyle coaching practice and that I also share in lectures. It's an acronym. I just love acronyms, because people remember them better. It stands for:

- Meditation
- Exercise
- Nourishment
- Detoxification

If you get all those working together you're going to have this look great, feel amazing, age later. Some people would say, what's the most important? It's the one you're going to do and if you can only do one and start with that then the others will follow suit, because the better you feel as you change your cellular structure with the food, the exercise whatever it is you're willing to do, you're just going to feel so good about yourself that you'll want to do it all.

Kevin: That's such an important point too, to start where you are and not think that you have to do all these things in one day or tomorrow.

Victoria: That's true. You also have to know how you make change last in your life, because we are all different. I talk in Main Street Vegan about people who want to go into the plant-based lifestyle or more into the whole vegan lifestyle with the ethical part and cruelty free cosmetics and non-leather shoes and all that. To have to do all that in one day would be overwhelming, not to mention how rich you would have to be to replace all your shoes overnight.

So, for most people that kind of change is slow. Some people are able to switch their food on a dime. Either they'll see a video of factory farming or something they don't want to have anything to do with and that's enough that they'll change. Or, maybe somebody like President Clinton who had the bypass surgery and then the stint which didn't work, he changed on a dime but for most people it's like okay, let me see what I can handle today. Maybe some people will get rid of certain kinds of foods and then they'll just get comfortable with that. They'll get steady with it and then they'll go back and they'll eliminate some more.

What I always tell the people I work with is you don't want to focus so much on what you're leaving out, you want to focus on what you're bringing in and what you're adding, and all the wonderful produce, the ethnic cuisines and the great dishes you'll be preparing, the fun restaurants you'll be finding, so let's think more about adding and that makes the subtracting much easier.

Robyn: We have a lot of questions coming in on the line. Could you give us a picture of your history and how you got into this world of veganism, nutrition, your MEND program? What was the inspiration?

Victoria: I think it always comes from some sort of pain, that's really what causes change for humans it seems. For me, I was a fat kid. My dad was a diet doctor. My mom was in the precursor to the fitness business, with these places called reducing salons where they jiggled you on various pieces of equipment, hoping that great chunks of yourself would float off into the stratosphere, never to be seen again. It didn't work that way for me, so I was a fat kid and bad for business. For my first 20 years of life this was thrust on me. You're too fat you need to fix yourself. It also gave me an interest in food and nutrition and I started reading and studying.

I became a health writer very early on and interviewed all sorts of people. I interviewed Kenneth Cooper, who actually coined the term 'aerobics', he's a cardiologist in Dallas, still living and running the Cooper Aerobic Institute. I thought maybe I could get it vicariously but it didn't really work that way for me. So, when I was 17 I got into yoga and that's when I learned about being vegetarian and I was able to go vegetarian completely by the time I was 19.

I was not able to go vegan even though I'd heard of it, just because I was still a practicing binge eater and when I wanted my fix at the 7-Eleven I wasn't going to stand there and read labels and see what didn't have any eggs or dairy products in it. So it was a struggle for quite a while and what it took for me to finally get to vegan at the age of 32, was that I dealt with the inner stuff that was leading to the compulsive

overeating. I treated it just like an alcoholic in AA. I got into recovery, which made all the difference for me, and then when I finally had the power of choice about food, I chose to be vegan and I've never looked back.

Kevin: That's inspiring and we have a general idea what the difference is between vegetarian and vegan is, but maybe you could elaborate on that a bit more.

Victoria: I'd be happy to. A vegetarian is a person who does not eat anybody that had a face, which means no meat, fish, fowl, nobody that lived, walked, flew or swam on this planet. But they will eat animal products like eggs, dairy products and that sort of thing. A vegan does not eat any animal products and to put it in a positive way dietarily, what vegans eat are vegetables, fruits, grains, beans, nuts and seeds and all sorts of amazing and wonderful dishes made from those things. I've been a vegan since I was 32. I was a vegetarian at 19.

Robyn: So 17 is when you started yoga. That's amazing.

Victoria: Seventeen was when I started the path. I was one of those, I held onto fish because at that time I was on an old Weight Watchers diet. I don't know if anyone listening remembers that, but it was funny, I think it was last years season of Mad Men and Don Drapers wife was on Weight Watchers and they told her she had to have fish five times a week and I thought they really did their research, because back in that time that was it. You got beef three times a week and you had to have fish five times a week.

So I was doing that thing. I let go of the beef and chicken but stuck with fish for about a year and a half and that was my transition. I like to think if I were doing it now I would do it more quickly, but everything we've done up to this time was exactly as it should have been and that's what got us all here today where we're supposed to be.

Robyn: You obviously teach this and help coaches get this out into the world more. Obviously you don't think everyone should, but maybe give your viewpoint on that overall.

Victoria: On whether I think everyone should be vegan. Obviously, people have to make their own decisions about everything in life. I happen to believe that there are so many compelling reasons to eat a plant-based diet that I think most people who really give it a fair look will consider it carefully.

Some of those reasons are, first is personal health.

I'm not saying that's first and foremost for everybody but since I think maybe your listeners, a first priority. The research is overwhelming and anyone who's kind of an egghead about science like me and who loves reading about this, you can get an earful of these incredible studies and we're talking every kind of study... the epidemiological studies that look at populations, as well as laboratory research, is overwhelming in seeing that when a whole foods plant-based diet is eaten and I know these days there are all kinds of vegan junk food like donuts, cupcakes and cheese it melts and that's great for the transition if someone says I couldn't possibly give up donuts. It's good to say you don't have to, just don't eat them everyday.

When people are eating the whole foods plant-based diet, the incidents of cancer of many sorts goes down. Heart disease is not only prevented but can be reversed and we've known this since the early 1990s with the work of Dr. Dean Ornish and later work at the Cleveland Clinic. Type II diabetes can be reversed and we were always told, you're a diabetic, which is like a life sentence and what you are. No, with type II diabetes, unless you've had it for years and years, it absolutely can be turned around with a whole foods plant-based diet.

A study that was sponsored by a physician's committee for responsible medicine and the National Institutes of Health worked with employees at Geico and showed that this is the way it goes. It's not the exception to the rule. It is an exception when someone does this and does not turn around diabetes. So, it's very exciting from the point of view of health. It's also very compelling and this would be the second reason, because of the ethical issues involved and I know sometimes people say don't talk to me about that, I don't want to know about animals and things like that.

My thought is if you're supporting an industry then you should want to know about it. They're taking your money. So the way things are for animals in the food industry is awful and certainly it's not just the meat, and people say I get it you want to be vegetarian because you don't want to kill anybody but what about eggs and dairy what's wrong with that? Plenty. The conditions on the factory farms which, in terms of eggs for example factory farms produce 97-99% of the eggs consumed in this country. They are terrible conditions and even if you can get your eggs from your neighbor up the block, those chickens came from the same hatchery where all the baby boys were killed at birth because they aren't needed in an egg operation.

To get milk the mother and baby calf and cow are separated, which is horrible for both of them because the mom has to be impregnated annually to produce enough milk to be commercially viable. I grew up in a city I didn't know a cow had to have a calf to give milk. I thought cows just gave milk because they were cows but they aren't

they're mammals just like you and me. I haven't given milk since my daughter weaned a long time ago, so that's another issue.

The next one, which is the most prevalent reason why people want to be vegan, is for the environment. We know that in terms of fossil fuel uses and greenhouse gases... a study came out from the food and agriculture organization of the UN in 2006 that stated that more greenhouse gases are produced by animal agriculture than by every kind of transportation on the planet put together. So, there are a lot of reasons.

Robyn: Michael Poulan, you probably know him, but when he spoke live at the Bioneers Conference he demonstrated and brought a bag of McDonald's food. He demonstrated what it takes to get this produced and what it's costing us as well. One thing you said earlier, pain causes change. Kevin and I, and many of the co-creators of the Self-Care Revolution™, part of our big message is where many of our listeners hear these interviews and all that we're doing.

Our mission is to help awaken people so they don't have to wait to be in the pain to make the change. What are your thoughts on that? Why does it have to take so many people with pain, to get a cancer diagnosis to wake up?

Victoria: Sometimes it can be vicarious pain. The idea of oh my gosh. Bill Clinton, here's a man with all kinds of money and power to get the very best medical care available on the planet and if his doctors can't fix him than maybe I'm going to take his suffering and learn from it. Or, maybe I'm going to have empathy for the suffering of these animals. It doesn't have to be absolute direct. People who are very smart can look out in the world and say you know what I make the connection. Sometimes it's those of us who are a little slower who have to have the personal experience of the suffering to make the change.

Kevin: I like that in your MEND program you start with meditation and the things you're sharing with us are very mindfulness based, so that we become more mindful about our eating and what we eat. What do you recommend as far as meditation?

Victoria: To just do it. We hate to be bored in this culture. The idea of, oh my gosh, I'm just going to sit here and not do anything or eat anything and people will always say to me when we first start talking about meditation, can I have music? Of course you can have music if you want music, but how interesting that that is so often the first question. The idea of silence is so off-putting for people, so basically it's the idea of just doing a little bit of sitting.

In my book *Creating a Charmed Life* I have a little chapter called Take 10, which is just 10 minutes. If you can just sit and watch your breath and the traditional yogic system is to use a mantra and you can certainly do that. You can use a word or sound. I just love the English language so very often I'll use a phrase in English like, all is well and I'll inhale all is and exhale well. That's also a kind of affirmation and meditation so you get double good stuff there, and to just sit.

Your mind will wonder but that's part of it. You just bring it back. St. Francis said, *'thoughts during meditation are like birds flying around your head, it's fine that they're there as long as you don't invite them to build a nest in your hair.'*

Kevin: I love that. I think extending on this particular program, a brief idea of what kind of exercise, I know you said you were a yoga practitioner and what kind of detox? What are your recommendations in those areas?

Victoria: I first want to say that in the MEND Program we have meditation and exercise, so that's an acronym within an acronym, so that is me. So who are you going to take care of first thing in the morning? Me. Because when you do that then you're going out into the world with a lot more energy and a lot more willingness and love in your heart to take care of everybody else. So, the exercise I do is basic. We know we need the cardio and the strength and the flexibility but I like talking about the metaphysical, metaphorical underbelly of all those kinds of exercise, because cardio or aerobic exercise is also sometimes called endurance training.

If you can stay on that treadmill for 45 minutes, that's endurance and that's not just training your heart and lungs that's training your willpower to be able to be there through the long haul. With strength training we know that will strengthen the bones which is important, as we get older and also build the muscle that is live, vital living tissue which not only means that you're going to be burning more calories even when you're asleep but that you're going to have more energy. You aren't going to get as cold in the winter, you're just going to be a more vital operating mechanism.

The under side of strength training is it develops your ability to own your space on earth. When you feel strong you really feel like the kind of person that nobody is going to mess with me, and in my own experience, when I first started doing a lot of strength training I was driving my car one day back in Kansas City and I looked out the window and there was a man beating up a woman on the street. There were people on the street and they were just looking but nobody was going to her aid. I said to my daughter, who was in the car you just sit here I'm going to lock the door and I'll be back.

I walked up to this scene and saw this man looked like Goliath. He seemed as though he was 7 feet tall and I'm little, but I looked at him and screamed at the top of my lungs cut it out. I'd never seen speechless in a human. He just moved his lips but nothing came out and this is the kind of thing, not that I recommend interrupting a fight on the street if you don't feel capable, but that kind of self assurance comes when you know you're stronger than you think you are.

Then, of course, for flexibility that's great, yoga or even just stretching at night before bed. So often people say they wake up stiff and achy and that's because they went to bed all tight. If you do some stretching and then go to bed you're really going to relax and you'll wake up feeling good and ready to go out and do the cardio and weight training. Then the under side of flexibility is the ability to be flexible for life, because it takes some of that. Sometimes you need to let somebody else be right and sometimes you need to do something in a way that wouldn't be your favorite way. When you have that flexibility of your body it seems to translate over into your life.

Robyn: Are you ready to exercise in a big way Mr. Kevin?

Kevin: Yes.

Robyn: I'm ready for the whole MEND. A couple people have been asking, talk about your journey to Oprah and how that came about.

Victoria: I do live a charmed life. Miraculous things happen and I think everybody has access to that. You just want to go out into your day and into your life as a whole just believing that if anybody can have miracles you can have them, why not? I think the whole thing with Oprah started much earlier. When I was 14 I sent a dollar to a teen magazine for a press card, because I wanted to meet the Beatles and other rock groups that were popular at that time and I did.

I got into my first Beatles press conference at 14, second one at 15 and when I was 17, Paul McCartney bought me a drink in London and I was a fat kid with bad skin from Kansas City. This wasn't something that should have happened, but it did and it gave me both the confidence and faith that whatever I was supposed to do to do the work I came to this planet to get done, I was going to get help from God, the universe or whatever else you want to call it.

So, with the Oprah thing of course I wanted to be on Oprah very much for years, because as a writer of the kinds of books I write, back when she had her network TV show certainly, that was where anybody wanted to be and sometimes I think I may

have wanted it too much. My husband said to me early on in our marriage, this Oprah thing, do you think maybe you should see somebody and talk about that? I said no you don't get it, this is necessary for what I want to do in the world. Then lo and behold I was on tour with *Creating a Charmed Life*.

I was in Washington, DC and they called and said can we film you day after tomorrow, we want you with your book *Shelter For the Spirit* and I said oh no, you don't understand, that was the previous book, the new book is *Creating a Charmed Life* and there was a pause on the phone in which I heard not in words, are you actually questioning us? Don't you know that authors are a dime a dozen and there's a line of them around the block outside? Instead she came back after the pause and said we want *Shelter for the Spirit*. I said yes ma'am and got back to Kansas City, had a cleaning crew to come in and clean my house because for the first show they came to me.

They filmed for nine hours and it was beautiful, fun and wonderful. Of course, it's like getting a degree from Harvard, you know, once you could say you're on Oprah your star went up quite a bit higher. The second time I had moved to New York, the book was *Lit from Within* and I was contacted by two different producers and they just kept me hanging for three days trying to figure out what direction they wanted the show to take. Then they called and said you're flying to Chicago tomorrow, and that was fun because I got Oprah a laugh.

The book *Lit from Within* is about bringing out your inner beauty and I was telling her about a friend of mine who would be considered obese by U.S. standards, but she said when she was in India people would come up to her and say you're so fat and so beautiful, I try to be fat and I just can't do it. What's your secret? Oprah did this perfect pregnant pause and then she said, 'can't wait to go to India.'

Kevin: Nice. That is excellent. So your experience on Oprah, I like the idea that this is like the PhD for the speaker and author, which gives this level of credibility to work that clearly is important in the world. Maybe sharing and expounding a little more on foods, specific to you and what you use. What is your daily food intake look like?

Victoria: I'm happy to do that. That does finish the MEND thing too, because with nourishment we want to be nourished on every level, so you want to take good care of yourself when you eat. It doesn't take any more time to put your morning smoothie into a stemmed goblet than into a plastic super heroes cup from Taco Bell. You want the nice ambiance with food, but the foods I really believe are the gold standard... the truth is, any whole plant food is going to be good for you. There are differences of opinion as to which are more important.

There's a wonderful internist in Santa Rosa, John McDougal, whose latest book is *The Starch Solution* and he really believes that having the foundation of the diet be brown rice, millet, sweet potatoes, white potatoes, etc. that that's what's going to fill you up and give you your foundational basis and around the world that's what has sustained populations for as long as there's been human history. Then you have the fruits, vegetables and the beans and the nuts and seeds along with that.

I see it differently in my own personal life, now he's a medical doctor and I'm not, but everybody has an opinion and mine happens to be that it's those colorful, high water content fresh fruits and vegetables that will give you the edge. Whole grains are great, but I think it's the fruits and veggies that are the wonder workers, particularly the greens. So, when I work with someone in vegan lifestyle coaching, I'll say think of your place looking like a Christmas tree, in other words, mostly green with splashes of other bright colors because that's where the phytochemicals are that protect against degenerative disease.

What does that look like in the real world? Well, you can start in the morning and make juice. I'm a real fan of fresh vegetable juice, particularly green juice and people say, but it has no fiber. I know that and of course we need fiber and most people aren't getting nearly enough of it, but if you eat a whole foods plant-based diet you will be getting plenty of fiber and the juice is an infusion of youthfulness and vitality. That juice can largely bypass the digestive process and get right into your bloodstream right away, giving you all this wonderful life force energy just in your bloodstream.

I'm going to give everyone my favorite juice recipe that's really easy and this is for green lemonade.

A head of celery or head of romaine

6 stalks of kale (when using for salad or cooking be sure to take the stems off; when juicing use it all)

1-2 apples (sweetness factor)

1 peeled lemon

If you closed your eyes you would think you were having the most delicious lemonade you would ever tasted. You would only know it's green when you opened your eyes to see it, so that's one way.

Lunch is a giant salad, which lets you get in not only greens but all these other

wonderful colors. You can do purple cabbage, red tomatoes, white cauliflower, orange carrots and black olives, giving you the colors of the rainbow in your salad. I eat large salads. I get my salad bowls at a restaurant supply house and I make a big whopping salad and if I want it to really feel like a meal, I'll put in some cooked food too like steamed broccoli or yellow potatoes or steamed yams, maybe a few nuts.

Nuts and seeds are very interesting foods because we don't want to eat a lot of them. They are very high in fat and concentrated, but they are the only food that has been shown in scientific studies to actually promote longevity. People who eat nuts and seeds three to five times a week live longer than people who don't. So you want to have some nuts and seeds and it's nice to have a little of that fat with your salad so you can get all the benefits of the fat-soluble vitamins. It also gives you a little more staying power. So often people think oh vegans you just eat salads and you know, there's that salad down at the Italian restaurant that's a little bit of iceberg lettuce and a wedge of a pitiful looking tomato and then there's my salad, and they're barely related.

Then beans, before we go to the next question I have to put a plug in for beans. They are such a humble food and so inexpensive. If you buy them in the bag and actually soak them and cook them yourself they're so cheap. You get more than you pay for, they're cheap when you buy them and then you soak them and you get more than you started with. These are a great protein food. A lot of people worry about protein with vegan diets, but they really don't need to at all because you get plenty of protein from a natural foods diet, unless you are only eating fruit and nothing else, you don't have to worry about protein.

If you're focusing just on vegetables and grains and not much on beans, you could theoretically be a little low in the amino acid lysine, so the beans will provide that. Pistachios and Quinoa also have that amino acid in abundance. The beans will also give you a substance that's actually supposed to help with weight loss. They also have a lot of fiber. We think about fiber in oats and wheat bran, but beans are big on fiber and small red beans were voted the highest antioxidant food of the year in 2010. It's like Miss America, they vote a different one every year but those red beans with red color in their skins are up there in antioxidants.

Robyn: You're also talking about other beans too like kidney beans, lentils and black, you mean all beans right?

Victoria: All beans are great. I've never met a bad bean.

Kevin: You talked a little when you mentioned the starch solution. What kind of percentage are we talking about here, like a brown rice and beans, what do you recommend?

Victoria: That really depends on the person, on your preference and the time of the year. I'm in New York so we have the four seasons, but three of them are cold, so in the summertime I'm practically a raw foodist. Salads, juices and smoothies and that feels right, it feels good and it feels wonderful. Sometimes by this time of year I've been doing that so consistently that I feel like a raw fooder, but then the first cold blast of autumn I want my hot soups, hot oatmeal and chili. So it depends on you.

We've gotten into this idea of nutrition as being such an exact science and you want so many ounces of this and so many grams of that, when what they see by looking at population groups around the world its just about eating whole plant foods. When they look at these populations most of them are consuming some kind of animal food too when they can get it, but it's a small quantity. What they see is that the higher percentage of plant foods and lower percentage of animal foods and certainly of processed foods, that's where health skyrockets and soars.

Kevin: What are your thoughts about meat substitutes? Soy based or almond based; some of these things that are like rice... substitutes that can fulfill maybe the part of the desire for a meat-based diet.

Victoria: I think they're absolutely fabulous for getting somebody off meat and you know what, even later on, so many people will say they're transitional foods and I get it, but if you grow up on certain kinds of foods and you develop an attachment to them, it's not just about the physical body we're feeding we're also feeding our emotional holistic self. My husband has been vegetarian for 15 years. He's been vegan since he read *Main Street Vegan*, which is great, but when he discovered that they sell turkey, chicken and tuna salad that are all vegan, he was so excited. Where have I been keeping these from him? It never occurred to me that I should tell him about them, because I didn't know he liked that stuff.

He does and it makes him happy. Now, are these meat substitutes what we would call whole plant foods? No, because anything that looks like a chicken and started from plant material, that's going to be processed. Turning plants into chicken is a big deal, so you don't want to go crazy with them because they are processed. Most of them are made from soy and/or wheat gluten and some people have problems with one or both of those so they would stay away from them. I personally don't have any problem with either unless an individual is feeling that there's something not working for

them.

The plant kingdom is so vast that maybe you don't want to eat soy or you don't want to eat wheat or you don't want to eat nuts or any of the above. There's still so much food left you couldn't eat your way through it in 10 years.

Robyn: You also wrote *The Love Powered Diet*, can you talk a little about that?

Victoria: That's a story of my weight loss journey and my overcoming compulsive overeating journey. It's actually in two parts, which is that the first two-thirds is about the inner journey for overcoming compulsive overeating, because for many people they know all this. They know everything we're talking about today. They know everything that's in my books and many of your other guest's books. They could come on your show and sound better than all of us put together, but then they can't do it.

There's something going on there that's really sad and unfortunate, and that's not the kind of thing that can be cured by more information. This is a heart and soul issue for certain people that just by knowing facts isn't going to help. So, what I talk about in *The Love Powered Diet* is I take a person who has eating issues through the 12 steps as I understand them and then in the second part of the book I talk about plant-based nutrition, because what I've seen in my experience with this is that when somebody gets the inner spiritual peace taken care of, they go to overeaters anonymous or somewhere where they're going to get that healing, they still have to decide what they're going to eat.

If you want to eat the foods that are prevalent in the typical American diet but eat them in the quantities that would keep your weight where you like it, for many people that means restrictions, small portions. It means a sort of life sentence of always being on a diet. Who wants that? What happens when you choose plant-based foods is you finally get to eat. I told you about the size of my salads, but even the heavier foods like the grains and beans, because fat has a little more than twice the calories of either protein or carbohydrate, you just can't eat a lot of it. Like a tablespoon of oil has 100 calories, so you could have $\frac{3}{4}$ of a cup of rice, $\frac{3}{4}$ of a cup of beans, 2 cups of broccoli all that food for that same 100 calories as your one tablespoon of oil.

With animal foods they tend to have more of the fats and we've all heard, have a piece of meat the size of a deck of cards. I know when I ate meat that would have barely seemed like an appetizer to me, so it's a lovely thing for somebody who really likes

and enjoys food and likes chewing all that to actually get to eat enough of it, but you eat the right foods.

Kevin: I think you're definitely tapping into the spirituality of this, and we're talking about feeling younger and being ageless, what do you think the soul component of agelessness is?

Victoria: I think it's the most important component, because when you're really connected to this inner part of you that doesn't age, and you know, what's interesting in a physical way is your DNA doesn't age either. We don't know how to translate that into, what's going on with most people's bodies, when you can relate to this soul part of yourself. What I do with that is I feel blessed that I find that whole thing fascinating about reincarnation, life after death, what do those near death experiences mean, the various religious teachings from around the world. I just find that the most interesting field of study on the planet.

I got my degree in it, comparative religion. I love how people find meaning in life. Years ago, when I was around 20 I was working in the library of the Theosophical Society outside Chicago and one of my co-workers was this beautiful woman in her 80s. This was a non-profit place where everybody was either under 25 or over 65 and this lovely woman named Iris had pure white hair, the most beautiful skin, bright blue eyes and she just beamed. We think about people who are in love or a woman who's pregnant and has this glow, well Iris had that and whenever something would go wrong and I'd be upset about it, she would give me a smile and say the darling physical plane.

She'd been around long enough to know, yeah here we are on earth, what a fascinating place and yeah things go wrong, and sometimes things are really rotten, but we're here so let's make the very best of it. She was someone who really knew how to tap into that eternal soul stuff and she was young at 85.

Robyn: You've written all these books, with different themes in each book, so what would you say based on all these years of writing books and speaking, what would you say are the most important tips for looking and feeling younger?

Victoria: The very most important has got to be the high plant diet and a lot of raw food, because that's where your hydration comes from. We're all told to drink a lot of water and that's fine, but if you're just drinking a lot of water but you're not getting the water in the fresh fruits and vegetables, that water is going to pool around your cells instead of getting into your cells and it's more likely to show up as swollen

ankles in the evening than in a nice face that looks like it has a lot of collagen still going on. So you want to have your high water content fruits and vegetables.

You want to get plenty of rest and we're all overworked, more overworked since the advent of computers than we ever were before, but when people say he's looking older he needs some rest. That's very literally true, so be sure you get as much rest as you need. Some people don't need as much as they get older than they did when they were younger and some people find if they eat a clean pure diet that they can get by with a little less sleep. I'm talking a little bit, because there's almost no one on the planet for whom six hours is enough, 7-9 seems to be what most people need.

Also, if you want to have a good night's sleep have the last meal of the day three hours or more before bedtime, because you want that food to be digested. We touched on detox earlier, so when you go to bed that detox cycle can operate the way it's supposed to. You also need to exercise. There's a wonderful book called *Younger Next Year* and then one called *Younger Next For Women* that's written by a medical doctor and a Masters level athlete, who really lay it out that this body is a machine that is designed to move and according to nature there are only two states of being.

1. Growth
2. Decay

If you aren't moving the cells of your body just assume that there's a famine in the land and you're going to die soon anyway, so just leave you alone. So you want to keep up the exercise because that's important. Some other things that are just fun that I love, because I think this whole thing of aging slowly is kind of a hobby and it's rather delightful, so something you can do is to invert yourself. If you do yoga and you're good at it and you can do headstands, shoulder stands and you don't have any orthopedic issues that would keep you from doing that, if you do you can get a slant board or a teeter that can turn you upside down, but having that reversal in the blood flow is something that keeps a person youthful.

You also want to hang out with young people. This is one of the things I really love about being vegan, because the vegan movement is growing like gangbusters and the fastest demographic are people in their 20s. So now I'm 63, I have more cool friends in their 20s than I had when I was in my 20s. It's great, because they give you a different perspective on life.

Robyn: I bet there are a lot of your students too in your coaching program. Can you

talk about that so our listeners that might be seeking a career in this type of coaching how to go about that and get in touch with you?

Victoria: Thank you for asking. My site is MainStreetVegan.net and you can write to me at Victoria@mainstreetvegan.net. If you're interested in the academy simply click on the academy tab. Main Street Vegan Academy is a five-day program in New York City, at the end of which you will be certified as a vegan lifestyle coach and educator. The program has amazing instructors. I teach some of the classes, but we also bring in a cardiologist from a local medical center. We have a registered dietician, Marty Davy, La Diva Dietician; a wonderful baker Fran Costigan who has a new book called *Vegan Chocolate*. The young man who teaches our marketing class is Michael Dudel, has just written *The Shark Tanks Business Book; Jumpstart Your Business*, which is about to come out. He teaches for us, although if he has a New York Times bestseller and becomes wildly famous I don't know if that will be forever, but as of now he's on our faculty.

So you get all the class work and then we take fieldtrips because New York City is Disney Land for vegans. We go to Mushu's the leather free shoe store. We go to Vo Couture the wool and down and fur free coat boutique. We go to obsessive-compulsive cosmetics, lots of restaurants, raw food shops and it's so much fun. You will leave with such inspiration to either become a coach working one-on-one with people or you just might be inspired to do something off the wall and wonderful. One of our students left here and started a vegan cowboy boot company in Dallas where you have to have your cowboy boots.

Kevin: Nice.

Robyn: That's terrific. You certainly live the charmed life. I can hear it in every word you say. It exudes out of you that you're living it on a cellular level. That's a big message of the Self-Care Revolution™, we are as healthy as our 70 trillion cells and it's quite obvious that it's working well for you and so many who are making this shift.

Our first month of the Self-Care Revolution™ as many of you that have followed us from the very beginning, thoughts and food as medicine, obviously the food conversation and all the ways in which people are saying it's 70-80% of the solution for staying healthy in today's world is what we're eating.

Victoria: Makes sense to me.

Robyn: The Paleo Diet has become equally prevalent it seems. Maybe I don't know that but equally as popular as veganism, would you agree? People are being conscious with the Paleo diet. I'm seeing that the Paleo diet has taken on a huge growth spurt. Between Paleo and veganism I've seen both of them and I'm hearing people speak about them over and over about how these are the two best solutions out there.

Victoria: They look like the opposite but they really aren't, because so many things are the same in terms of getting rid of dairy products and processed foods. I think the reason that Paleo doesn't appeal to me, it's actually been shown by anthropologists that it's misnamed, it's not what Paleo people ate and what we know from remains is certainly that they did eat some meat, but very little because it was hard to get, so they were sustaining primarily on... we talk about being hunter/gatherers... they were gatherer/hunters. There are a few cultures left on this planet that are still called hunter/gatherer cultures and when we look at what they do it is far more plant material than animal material that they consume. I'm happy people are conscious and looking beyond the Pringle and trying to find something better. I think none of us has the ultimate answer today but we have the ultimate answer for today, as long as we're open to learning more tomorrow.

Kevin: That's a great quote.

Robyn: Are there any closing thoughts or messages you'd like to share with our audience today?

Victoria: Whatever change you're trying to make in your life, whether it's diet or something else, take a page from the good people at AA and do this a day at a time. You can do anything for a day. So often people will say I want to be vegan but my sister is getting married next month and next summer I'm going to Argentina. Your sister is single today, you are not in Argentina now, so today do what you want to do live your highest and best life possible and that's renewable every day you live.

Robyn: I like that.

Kevin: It's awesome!

Robyn: You can sustain it right?

Victoria: Yes. I think what happens is we scare ourselves. We say okay, as of now I'm working out four times a week and I'm getting to bed by 10:00 o'clock every night and I'm going to have one of those great big salads everyday and a green smoothie and

some steamed cabbage. It's like seriously, you're never going to be late in the office, or traveling in some country where you don't speak the language, you tell me you can do this every day of your life, that's too much to take on. But today in my own home if that's what I want to do then I can do it.

Kevin: That is an inspiring message. I'm sure our audience is appreciative of that message. We appreciate your clarity and your ability to really simplify this. I think many people are overwhelmed by the idea of being a vegan and I think you've brought a great deal of clarity to it today. We appreciate you for that.

Victoria: It's simple. That's what I try to do with Main Street Vegan is keep it simple. I have a very special letter on my desk from Bill Clinton who says, thank you for making this lifestyle accessible, because that's what I wanted to do.

Kevin: That's great. I noticed you mentioned Michael Moore as a pre-vegan.

Victoria: He has actually made the switch now, so we'll be seeing a lot less of Michael Moore in the future.

Kevin: That's awesome.

Robyn: This has been a great hour of amazing information for all our listeners. Everything we provide each and every week with the Self-Care Revolution™, it's there for you to think about as an option for you if it will help your self-care in everyday life. Victoria, you are charming and an inspiration to so many. Thanks again for doing your incredible work to change the face of healthcare as we know it.

Victoria: Back at you, what you are doing is so exciting.

Robyn: Thank you. Take great care. Could you give everyone your contact information once more?

Victoria: Thank you. My site is MainStreetVegan.net, MainStreetVegan.net/academy if you're interested in the training program and you can write to me at Victoria@mainstreetvegan.net. I'm also on Twitter @Victoria_Moran.

Kevin: Excellent.

Robyn: Thank you.

Kevin: If anyone has questions for us email us at info@jointheselfcarerevolution.com and if you haven't found us on our website that is JoinTheSelfCareRevolution.com.

Robyn: That's where you can get endless amounts of listening to these incredibly inspiring, educational and uplifting speakers. Everyone have a great day.

[End of Interview]

BETH GREER

SuperNaturalMom.com | Award-Winning Journalist, Holistic Wellness Educator, Healthy Home Expert, and Author of *Super Natural Home*

5 THINGS IN YOUR HOME THAT WILL MAKE YOU LOOK AND FEEL OLD BEFORE YOUR TIME

[These statements have not been evaluated by the Food and Drug Administration. The information on this audiocast is not intended to diagnose, treat, cure, or prevent any disease.]

Robyn: Hello, everyone and welcome to month 10 of The Self-Care Revolution™. Our theme is, Be Fabulous At Any Age. We have been so enlightened this month already. It's only week two and we're so grateful for all the information that's been shared with us. My name is Robyn Benson. I'm a Doctor of Oriental Medicine. I'm the Founder of Santa Fe Soul, Health & Healing Center, and joining me is...

Kevin: Kevin Snow. I'm an Intuitive Counselor and a practitioner here at Santa Fe Soul, Health & Healing Center.

Robyn: If you're joining us for the first time, we have literally about 1,000 new people that have joined us for this incredible theme and our all-star cast of incredible expert speakers. Just to give you some background, we started our first month in January with the theme of thoughts and food as medicine.

Each month we've had at least 8-10 speakers that have talked on various topics, all of whom agree that self-care is more important now than ever before. The mission, vision and the challenge of The Self-Care Revolution™ is that we really want to reach a billion people with this message of self-care, knowing that diseases will be not only prevented but reversed, and to help people live a fun, fulfilled, engaged life – and after our last speaker we just heard from, Victoria Moran – a charmed life. She was fabulous.

Today at this very moment we get to introduce you to Beth Greer. Welcome.

Beth: Thank you, it's great to be here.

Robyn: We love that we are connected here. I want to thank our very first speaker of the year, Marcia Wieder, who introduced me to Beth a couple of months ago, and here we are featuring her with a very important message that fits perfectly into this

theme.

Beth Greer, also known as Super Natural Mom, is one of the foremost experts on sustainable and toxin-free living. She is an award-winning journalist, holistic wellness educator, healthy home expert and innovator who eliminated a sizeable tumor in her chest without drugs or surgery by making small but radical shifts in her lifestyle. She now teaches her wisdom through her best-selling book, *Super Natural Home* (endorsed by Deepak Chopra, Ralph Nader and Joe Mercola), her live events, in-home and web-based trainings, radio show, Huffington Post columns, and holistic corporate wellness programs.

Beth has appeared on ABC-TV, NBC, CNN and NPR and is a frequent guest on local and national radio shows across the country. She is a popular speaker at industry expos, private firms, non-profits and schools where she provides a tremendous array of valuable strategies, insights, techniques and proven methods to radically transform your health and vitality.

She's the former President and Co-Owner of The Learning Annex, a nationally renowned adult education company, where she empowered thousands to discover new possibilities and make changes in their lives. She continues to empower others to take charge of their health and make simple shifts to create healthy home and work environments.

We have a short bio for you Beth, but we had to for the long one because this is so impressive to see the incredible work that you've done in your career, and also to be a mom of a 14-year old daughter. We're ready to share your great message here with all of our listeners.

Beth: Thank you so much.

Kevin: Let's start with the first part of the bio, where you reduced a sizeable tumor. Share a little bit about that. What led up to that and what led you to be talking to us today about this?

Beth: It was 11 years ago. It was just before my 50th birthday, and I thought I was leading a healthy life. I was eating well. I was exercising and watching my weight. I didn't smoke. I had a happy marriage and a successful business – Learning Annex.

I had this pain in my shoulder and I went to get it checked out. They discovered that I had a tumor in my chest and that it was the size of a tennis ball. It was so shocking to

me to have that discovery because I really thought I was a healthy person. I had it scanned and it was a benign tumor, but it was very large and it was pressing on the nerves that ran down my arm, and my fingers were starting to get numb. I went to three different surgeons and each one had a different opinion about how to cut it out of me.

The first one wanted to cut me under my collarbone, the second one wanted to cut under my armpit and the third one wanted to go in and remove one of my ribs from the back. They couldn't agree on how to get this out, but they all agreed it was risky surgery and that I could lose the feeling in my hand permanently because of the nerves that were involved.

I thought what can I do? I don't want to have surgery. Your concept of self-care – this is what is so near and dear to me. I meditated and I did some controlled breathing and relaxing. I asked for guidance and the word that came to me was to simplify. I thought what can I simplify? What's the easiest first thing that I can look at, and I thought of the food that I eat. What we all have the most control over is what we're eating and drinking. Even though I thought I was eating healthy, I realized that I was eating processed food and I was eating out a lot. So, I decided to do something radical and I decided to eat food that contained no product labels whatsoever.

I went on a raw vegetable cleanse and I actually started juicing my vegetables – organic of course – and in just three days the pain started going away. I thought hey I'm onto something here, and I continued to do this cleanse with the raw juicing. Then I thought what else can I simplify? I thought about what's going on my skin. I was using deodorant, shampoo and makeup, so I looked at those ingredient labels and they had a lot of toxic ingredients in them, stuff that I couldn't pronounce, so I switched to all natural products.

Then the third thing that I thought about was what I was surrounding myself with. What am I cleaning my home with and what's in the mattress that I'm sleeping on? I noticed that those were pretty toxic too. The things in a bottle of Windex are frightening if you ever look at the label. It actually says it's hazardous to humans and domestic animals right on the bottle of Windex. I switched to all natural cleaning products and I got a new mattress. Long story short, six months later the pain that I was in disappeared, and six months after that I had the tumor scanned again and the tumor was gone.

Robyn: Wow, just cleaning up your diet, cleaning up your home and cleaning up your environment – that's fantastic. That's an amazing story.

Beth: It was so life changing for me to realize that our bodies are self-healing if we get out of the way and don't gunk them up with crap and feed yourself natural healthy foods and natural products on your skin, and get as close to nature as possible. I wound up selling my business and I started writing for a local paper about healthy living and that turned into a column for the San Francisco Chronicle. Then I turned it into my book *Super Natural Home*, where I used all this research. I became obsessed with researching everything that I was eating, drinking and putting on my skin.

The book is really a culmination of those years of research. It's broken up into three parts – what goes in us, on us and surrounds us. I offer really safe alternatives for people because it's so easy. People think it's hard to detox your home, for example, but it's really a simple thing. First it's getting the education to know what you're being exposed to and then knowing where to go to shop for the safe products, and they're out there.

Robyn: Let's focus on you and your journey and this transformation you went through. In those six months, were you still working with an oncologist, or did you just make a decision to wait? Obviously they gave you a way to take care of this and you went a totally different route. Did you work with some natural healthcare practitioners?

Beth: First of all it wasn't cancerous. The tumor was benign, so I wasn't working with an oncologist, but my internist kept telling me that I really needed to have the surgery right away because this thing can turn into cancer at any minute. The fear that kicked in and I had to trust my inner voice that I could do this and it's not going to become cancerous. I had faith in my body basically and its healing abilities.

I did work with a naturopath who helped me with cleansing, so I learned about colonics and enemas, for example, and cleaning up my gut because that's a big issue when you're toxic. I believed that the toxins in my home environment caused me to develop this tumor, so when I was able to clean out my body by cleaning out what I was putting in it and on it, it aided in all of that.

Kevin: I think that's really important. What you're describing is that the body is handling these toxins but what it does is actually create a tumor out of this.

Beth: It's something the doctors call a body burden. The exposure to all these toxins creates a burden, particularly in our liver. The liver is a filtering organ and it cleans out all the toxins, so when you have too many of them everything backs up. For me it

was a backup in my lymph system. Doctors don't even talk about the lymph system. It runs parallel to your bloodstream. It's all about your immunity.

When your lymph system gets clogged up, you really open yourself up for disease. In detoxing and cleaning out my colon and doing things to help support the lymph's – I was on a little mini trampoline or rebounder because it moves the lymph. Doing saunas for example helps to detoxify.

Robyn: This is going into your book, but you say there are five things to be aware of if we want to stay healthy and feel younger. What are they?

Beth: There are so many things that I wanted to pare down for your audience. I call them the fearful five and those are:

1. Food additives, which include pesticides, preservatives, colorings and sweeteners
2. Antibacterial soaps
3. Artificial fragrances
4. Unfiltered tap water
5. Electromagnetic fields

Those are my top five in terms of making us look and feel old before our time.

Robyn: Would you mind repeating number one?

Beth: Food additives – things like pesticides for example. That's an additive to our food. If something is grown organically, it's not going to contain any pesticides. The way a pesticide works is it destroys the nervous system of bugs, so what is it doing to our nervous system over time? There's that and I talk about the foods that contain most pesticide residue and some that contain maleic.

You should never eat strawberries that are not organic for example because the pesticides can't be washed off of strawberries. The way strawberries are grown is that the pesticides are injected into the root system and it comes up into the flesh. If you buy non-organic strawberries, you're eating a little pesticide bomb. Apples have a really high number of residual pesticides on them. The only way to really be safe is to peel the apple, but then you're losing the skin and you're losing all the nutrients that

lie just beneath the skin.

Preservatives are another one. I give presentations frequently and I have a little show and tell. I always bring a loaf of bread. I buy it at my local Safeway. The latest one lasted for six months and it's still as squishy as the day I bought it and there's no mold on it. It hadn't been in my refrigerator or freezer. It was just sitting out in my pantry. It contains a preservative called calcium propionate and when they give calcium propionate to laboratory animals, they exhibit ADHD behavior.

You buy this stuff in the store for your kids and it's just not the healthiest thing you want to do. It's such an easy switch to buy different bread that has no preservatives in it. The shelf may only be three or four days, but you'll be saving your kid's life and probably your own as well.

Kevin: It will increase our shelf life.

Beth: Colorings is another additive. Food dyes are banned in Europe. If you look at Kraft macaroni and cheese in England, it will say that it's colored but it's natural in auto color, but here in America, if you pick up a box it says FDC yellow, FDC red. The reason they're banned in Europe is because they did studies on normal children. They gave them food coloring and they exhibit temper tantrums. It's kind of nuts that they still are using it here. I know there are some petitions out to prevent Kraft from using them. They want them to reformulate the way they do for Europe, like why not do that in this country? It's a little more expensive.

Another additive is artificial sweeteners, which I think people really need to pay attention to. Just the other day, a friend called me up and said that her husband, who's 51, had just suddenly lost his eyesight. His eyesight came back but when they did a brain scan, they discovered that he had these brain lesions. They're saying he has MS and my first question to her was does he drink diet soda, and she said yes he's been drinking diet soda for 20 years, a can a day.

There have been studies that are linking Aspartame, which is found in diet soda, with MS symptoms. It's not the best thing to drink. People think if they drink diet soda that they're not going to get fat but on the contrary. Diet soda actually causes cravings and weight gain. They've done a yearlong study of people who drank diet soda and they actually gained more weight than the people who drank regular soda.

Robyn: I've seen that again and again working with my patients. There's one guy who basically, once he gave up diet soda lost 25 pounds. What about all the gum

chewers out in the world where there's Aspartame and all kinds of other things in gum?

Beth: Yes, it's in gum. It's in cake mixes. It's in cereal. I saw a box of Total cereal and it looked like it was healthy. It has high fiber and zero sugar. I said okay what is it sweetened with? I looked at the label and it's sweetened with Aspartame. People think they're getting a high fiber cereal for breakfast made with whole grains and it looks like it could be healthy, but then it's sweetened with Aspartame.

I had a client who got a packet of Nestle hot cocoa mix that was low calorie. She got a couple of packets for free in the mail, so she drank one and she got a dizzy spell. She didn't really equate it with the hot cocoa, but then the next day she had another cup and she had another dizzy spell. She looked at the label and it said sweetened with Aspartame. Then she said I'm going to pay attention to this. A week later she was at a little diner and she ordered some pecan pie and she ate it. When she got up from the table she had another dizzy spell and she was smart enough to ask the chef what he sweetened the pecan pie with, and he said I used Equal, which is Aspartame. She was able to connect the dots between the Aspartame and her dizzy spells, whereas many people are not looking at their food labels.

Let's say they get dizzy. They'll go to their doctor who will give them an anti-dizzy medication and there are side effects with that. It's a simple easy switch to look at the food that you're eating and read the labels to see if you're being exposed to Aspartame and what is it doing to your brain?

Robyn: I've read it's in 4,000 different foods. It's unbelievable. When I think about the additives, the pesticides, preservatives and artificial sweeteners, it's really tough when you think about our children. In so many ways we're making some great advances in terms of our overall nutritional intake, but also we're seeing that children are being diagnosed with diabetes. I have a 12- and a 14-year old and they go to a good school. They're soccer players and Gatorade is everywhere. It's amazing how much junk food is at the sports field. It's unbelievable. I feel like I don't have much control in that area.

Beth: It's the same thing with my daughter. She's drinking stuff with her friends after school. She's 16 now so she buys her own stuff after school. I find Diet Dr. Pepper in her bag or something and then I'll have to talk to her. It's a challenge because they want to fit in with the other kids and not seem weird. At least when she's home for breakfast and dinner, I get those good meals to her and try to have a little influence. Hopefully they'll come around and see the light.

Kevin: Are there some suggestions that you have from that standpoint about keeping a regular cleansing regimen going so that you can mitigate some of the damages of these toxins that we're taking in?

Beth: Yes. I think when you start eliminating the sweeteners, the colorings, the preservatives and all these additives, that's already a cleansing for your body. That's already giving your whole system a chance to take a deep breath and say okay this burden is lightening on me. Just by that alone.

Kevin: Yes, it's amazing. We were hearing about the red Gatorade from another one of our speakers, and he was very specific about red Gatorade and the connection between that tantrums or angry outbursts. Obviously it's a huge issue. What do you say to people that basically say there's nothing I can do or it will be okay? There's a general idea out there that we're just going to consume these things and they haven't been on the news that they're bad.

Beth: It's interesting that you say that. They said well I grew up with this and I'm fine, but I think the news is coming out. Something just came out recently about toxins in our shampoos. There are over 100 different toxic chemicals in our shampoos. The Center for Environmental Health did a study on it, so I think people are sort of getting the message.

I keep telling people just because it's on your store's shelves doesn't mean that it's been tested for safety. You just need to understand that. Until the government changes and forces companies to comply the way they do in Europe, it's really up to us as consumers to be aware, to read labels and to take charge. It comes back to self-care. It's up to us.

Kevin: You were mentioning shampoo and also toothpaste. What are the dangers?

Robyn: And, antibacterial soaps.

Kevin: Yes.

Beth: I'll just finish up with the toothpaste. I love to go to these stores that everyone shops at, like my local Walgreen's, and look at all the traditional, conventional stuff on the shelves. I could not find one toothpaste that didn't have saccharine in it as a sweetener. That's an artificial sweetener. It's been around for years, but they've done studies that show that giving saccharine to laboratory mice caused bladder cancer, so why pick a toothpaste that has saccharine in it if you can easily switch to an all-

natural toothpaste that works just as well?

When I tell people that, they're so surprised. A lot of people will read the labels on their food, but they never thought of reading the labels on their toothpaste, shampoo or deodorant for example. That's just a good practice to get into.

There's something called Triclosan in antibacterial soaps, and it's actually a pesticide that is used in these soaps. Triclosan is pretty toxic. They've done testing on people and they found it almost everybody on the planet, and at least everyone in America has Triclosan in their bloodstream. They found Triclosan traces as far north as the Arctic Circle in seals and whales. It's also getting into our water supply. Doctors say that the best way to wash your hands is to just use hot water and plain old soap. It works just as well as antibacterial soaps. You want to look for the word Triclosan and avoid it. The way to find it is usually it will say on the front label antibacterial, and that's a clue for you to know that Triclosan is being used and you don't need it.

Robyn: That has never felt right to me. Antibacterial soaps smell terrible. So many people use them and they feel confident that it's protecting them, and none of them have felt good to me.

Beth: You're right.

Robyn: It's great Beth, that you're getting this message out to the world. Of all the things that you're saying, not all of it is common knowledge, but this in particular, I don't think people realize that antibacterial soaps are toxic.

Beth: They create antibiotic resistance too, so if you ever do need an antibiotic, you may not find one that works for you. That's why MRSA is so prevalent now in hospitals because people have been using so many antibacterial that they can't find the antibiotic for a problem that you might have. If it gets out of control it's pretty scary.

Robyn: Are there are natural supplements that you'd recommend? Is there an antidote for this? Are you just saying to use regular soap and water?

Beth: Yes, regular soap and water. I list things in my book as well, but there are natural hand sanitizers for example that don't contain Triclosan or anything nasty. Regular soap and water is the best thing. If you're on the road and you want to clean your hands before you eat and you have no access to water, they have natural hand sanitizers that are great that are made with essential oils like lavender or thyme.

Robyn: Exactly. Also people should realize that those pre-packaged cloths are awful. They have all kinds of toxins too.

Beth: Some are all natural like baby wipes. Again, it's a matter of reading the labels.

Robyn: Exactly.

Kevin: Absolutely, and using our dollars to basically vote in this way, to say that we prefer the natural product as opposed to products that might be a little less expensive but certainly much more toxic.

Beth: Right.

Kevin: I'm just going down the list that we're talking about. You're talking about scented candles and things that we're putting in our home environment, in the air in our homes.

Beth: Yes, I had a client who had a chronic cough and she had it for years. She was on a major cough suppressant from the doctor. She said to me the funny thing is that I don't cough when I go to a hotel. I just thought there you go. There's something in your house that's making you cough. It was so clear to me but she didn't think of it.

I walked into her bedroom and she had scented candles. Already my throat was starting to get itchy just thinking about it, just that smell. What people don't realize is that the word fragrance on a label can mean up to 100 different synthetic chemicals in just that one word. Manufacturers use it as a catch phrase. They don't have to tell you what's in there.

I know that baby oil has mineral oil has two ingredients. It has mineral oil and fragrance, but you're putting 100 chemicals on your baby. First of all mineral oil is made from petroleum, so that's another scary thing. Fragrance can be pretty toxic. Aside from upper respiratory problems, it can trigger migraine headaches as well. Air fresheners were another big trigger. She also was using scented hair products and she was very resistant to getting rid of those but I begged her. I said just do this for a week. Get rid of all your scented products and see how you feel. Guess what. A week later she called me up and said her cough was gone for the first time in years without having to take a cough suppressant. It was very interesting.

Robyn: Some people can tolerate these things more than others. I know that if I walk into a nail salon, I just want to walk out. I can't even tolerate the smell. I really feel for a lot of people that work in that business. They're wearing their masks, but as we

know the skin is the largest organ and things that penetrate the skin are getting into the body too. I think it's affecting everybody but some people are just much more sensitive than others.

Beth: Have you noticed with your Lyme patients for example – I noticed that my clients that have Lyme disease will tell me that they became much more sensitive to scents after they were diagnosed with Lyme. Their whole system went into overdrive.

Robyn: I think it also can be a catalyst for a lot of chronic diseases and autoimmune diseases. Like we said in the very beginning of our conversation, at some point the body just turns and it starts giving signals and symptoms that show us that something has gone wrong.

We built Santa Fe Soul – our center – and it's environmentally safe in every which way that you can imagine. We intentionally made it that way. We don't really have anybody who cannot walk into our center. That's a self-care message too. When you think of a 21st Century model, you want to look at that because people cannot walk into a lot of buildings because they're so toxic.

It's becoming even more so and this is why self-care is so key. All these little things that we're doing day to day that can help us. Our world is never going to revert back to pure fresh air, but what you can do to stay strong, your immune system staying healthy so that you can be in these environments without going down.

Beth: There are even stores at the mall that really annoy me – Abercrombie and Fitch, for example. They start squirting their perfume into the air outside the store to attract people in. I guess they feel that it's their signature scent, so it's okay, but it's really not good for people.

Kevin: Definitely not. Like you said, awareness is building but it's still not quite there. We talked a lot about water so far here, and you mentioned tap water earlier and even bottled water can impact specifically hormone imbalance.

Beth: The hormone imbalance comes from the bottled water and the BPA's in the plastic bottles. People say to me all the time what about BPA-free bottles? Guess what. The manufacturers are taking away the BPA but they're putting BPS. It's not been studied either. It's like a game that they're playing with us. They'll have a couple more years now before they start doing studies on BPS. Scientists will say this is bad for us too and this is causing hormone imbalance, so you have to get rid of that. The easiest thing to do is to use glass or metal water bottles instead of plastic.

Kevin: You have specific recommendations on your website. Could you share your website address with us so that we know where to find them?

Beth: It's SuperNaturalMom.com. For your listeners, I have a free gift for them. If they go to SuperNaturalMom.com/sleep, I'm offering a free telecasts tonight at 6:00. There will be a replay and they'll have an opportunity to listen to it, but tonight it will be live. I'm going to be talking about the things in our homes that can affect our sleep, and there are a lot of them. I hope you join me. It will be fun.

Robyn: Do you mind just mentioning two or three of those? That's such a hot topic. To all the people listening live and who hear this recording, this will be up live and available in a couple of days from now and that's good news, but just off the top of your head, could you give two or three things that people can know about?

Beth: One of them that I'm going to talk about is electromagnetic fields. I'll talk about it here on this call as well because that's a big one that people are not aware of. Another one that I'm going to be talking about is your mattress. You're sleeping on a mattress with your face pressed up against the chemicals that are off-gassing if you're using a conventional mattress.

Let's say you live to be 90 years old, for 30 years you're asleep on a mattress and there are some pretty toxic things in there, including flame retardants and really nasty chemicals that people are not aware of. They think oh my mattress is so comfortable, but they're not aware that there's some pretty nasty stuff going on and that can be impacting your sleep as well.

Robyn: What mattress would you recommend?

Beth: A natural latex foam mattress would be ideal. They're super comfortable and there are no chemicals in them. You know they have memory foam mattresses. Those are generally made from petroleum products.

Robyn: So, you're saying these mattresses are just out-gassing for years? Do you know anything about the Tempur-Pedic mattresses?

Beth: Yes, the Tempur-Pedic is made from petroleum-based foam. It's not the best especially if you're sensitive to smells and chemicals. You'll have a high chance of having headaches and sleepless nights.

Robyn: I have to say we bought one a couple years ago, but I literally had to keep it in the garage for two weeks before I could bring in it.

Beth: Because it had a smell, right?

Robyn: It was awful. I have to say that I love it and we still sleep on it. I don't smell it at all anymore, but the idea that it could still be out-gassing does not excite me.

Beth: I recommend that you get a mattress topper, so you can enclose the mattress in an organic cotton and wool case and that will protect you. It's super comfortable too.

Robyn: That's really good to know. It definitely has its good points and a lot of mattresses out there do, but to know that you can get this topper is excellent.

Beth: When you were talking about that new mattress smell, it's something called VOC or Volatile Organic Compounds. You can smell it in a shower curtain liner or a beach ball or new carpet. That's what you want to pay attention to because that's the toxic stuff.

Kevin: But it says organic.

Beth: Right, it's a little bit of a misnomer. We were talking about water and that's my fourth thing that will age you before your time, particularly unfiltered tap water. The Associated Press did a study of the water across the U.S., and they found thousands of contaminants in the water, including pharmaceutical drugs in significant quantities and things like Viagra, birth control pills, thyroid medication and you name in.

This is what people are drinking because it's not being filtered out by the water treatment plants. They also found heavy metals, benzene and vinyl chloride. It's not great. We talked about the plastic water bottles and that's not great either. The bottled water industry is not particularly regulated. They've done studies that have shown that some bottled water is actually tap water that's been filtered, but it still has all these toxins in it.

I recommend buying an in-home under the sink water filter and filtering your own water. It's economical. I put it in a glass or a metal water bottle and that's what I carry around with me during the day. We drink so much of it and it's so important to be hydrated, but you want to be hydrated with the right liquids. You don't want to be adding a further burden to your liver.

Kevin: Absolutely. Once again it's one of the things that people think they're doing for their self-care, but it actually can be quite damaging. Just to touch on the electromagnetic pollution, we did spend some time in our earthing month talking to several different people about this, and it really is an important topic.

Robyn: Yes, we dedicated a whole month to earthing, electro-sanitizing your life and growing your own garden, so this is great that you're going to share this.

Beth: That's fantastic. I love earthing. I think it's so important. What I've been interested in lately is the fields coming from inside of our walls. It's called dirty electricity. Did you talk about that at all?

Robyn: Yes, we did.

Beth: I just find that people's homes tend to have very high levels of dirty electricity from the dimmer switches and the TV and the cell phone chargers and all of that. I installed these filters into my socket outlets and it just takes everything down. Every one of my clients has told me that they're sleeping better. One big thing that I noticed with everybody is that when I install these filters, they call me and say I can't believe that I'm sleeping so well and I'm waking refreshed. It just takes away that field. The dirty electricity creates this field around us. We are electrical beings.

Robyn: What are the names of those filters, Stetzer filters or is there something else that you recommend?

Beth: I started using Stetzer filters but now I've switched to Greenwave. I find them to be more powerful and get better results, but I still use a Stetzer meter. I check the outlets with a Stetzer meter and then I put in the Greenwave filter. I have information on that on my website.

Robyn: Many people that were not necessarily here with us in month five, so is there anything else you want to say to educate our listeners on electromagnetic pollution? It sounds like you did a lot of research on this too.

Beth: The easiest tip and the switch that you can make in your own home is to get rid of your electronics in your bedroom. So many people that I know have their computers in their bedroom and they have the TV on. They fall asleep with the TV on. Turn it off. Unplug everything. Make your bedroom as quiet as possible to get a good night's sleep.

These fields can really create a buzz in your body and it's the kind of buzz that you really don't want when you're trying to go to sleep. It's really a stressor on the system. I know that Dr. Dietrich Klinghardt is on this Lyme Summit and he said that protecting ourselves from electromagnetic fields, especially if you have Lyme disease, is more important than diet and other detox protocols. He was really

emphatic that electromagnetic fields are the thing to really protect yourself from. The Lyme spirochetes actually react to the fields and they start replicating more. I thought that was fascinating.

Robyn: There's a documentary film about electromagnetic pollution. Basically experts were saying that it's the biggest biological experience ever that's going on with all these unseen frequencies. We can't smell, taste or hear them and yet they are causing so much disease in our nervous system and in our cellular health as well.

Beth: Think back 15 years ago or just before your children were born. We didn't have these cell phones and the amount of cell towers out there. Everything was quiet. Now if we could see the fields, it would be like we're living in a fog. That's how I envision it. It's just a fog of all these fields that we're walking through.

It is an experiment. We don't know the long-term implications, and especially putting a cell phone up to your ear to speak. I'm speaking to you on a headset right now. It's easy to do but teenagers won't do it. Luckily they text more than they put their phones up to their ears. I guess that's a better thing. If you have an electric clock radio by your bed at night, I would get rid of it.

Kevin: The other thing that we were talking about is wireless Internet and how most homes are now wired for wireless Internet.

Beth: Yes, in my home we turn off the Wi-Fi at night to the chagrin of my daughter. It's like mom, I have homework. I say not at 10:00 o'clock at night. You should have done your homework already. We unplug it and then we just plug it back in, in the morning. It's so important to get a restful night's sleep, and that's why I'm giving this talk tonight. I really believe that if you don't sleep well, you really don't have good health. Would you agree with that, Robyn?

Robyn: Absolutely! You know people are driving, they're young, they're masculine, go-go-go, their sympathetic nervous system and we just can't live in this imbalanced way that we are. We're not sleeping. In Chinese medicine, we don't digest. You're not refueling your body. You're not rejuvenating on a cellular level. All your hormones get messed up. It's a serious epidemic that's going on with people.

I think it's great that you're offering this free call tonight obviously to your whole tribe, and now for all of you to join that. I've got the URL right here. It's SuperNaturalMom.com/Sleep. Also, I think you have a bonus for our listeners. Do you want to share that with everybody too?

Robyn: That is the bonus. That's the free gift and the bonus. That's very generous of you.

Beth: I just to say that if people want to get on my mailing list, they'll get some free videos on how to make household cleaners. I answer five different questions in there, and I have a checklist on how to have a super natural home. They'll have access to that and you can take a quiz to see how you might be unexpectedly and unwittingly being exposed to toxins in your home with your everyday products.

Kevin: Thank you. We really appreciate that and certainly a lot of people on the call and the web as well. We can tell that this is a very important message that we're sharing.

Robyn: It's a hot topic. Thank you so much again for getting this message out to the world and to The Self-Care Revolution™. We want to get this interview far out into the schools and non-profits and especially into homes. Families need to know this information. We have two or three minutes left. Based on your own health experience and the fact that you had this tumor that you were able to solve by all these natural ways that you're teaching to all of us now, is there anything additional that you'd like to share with our listeners?

Beth: I think it's important to really tune into yourself and take time to be in nature. That would be really key. The other thing that I'm finding that's extremely helpful is meditating. We are exposed to so many fields for example, and our lives are so busy and we get so many emails. I take 20 minutes a day and I just tune in and ground myself and just really be alone with myself and be quiet.

I think that's really an important aspect to healing. Really pay attention to your inner voice and listen closely. That's what I did when I had the tumor. I was so scared and all these doctors were telling me to have surgery. When I tuned in, I heard my inner voice tell me to simplify. That's such a powerful message. I think the epitome of self-care is to listen to yourself and try to hear the true inner voice that has the knowledge and the wisdom that we all have inside of us.

Robyn: Thank you so much, Beth. We really appreciate you sharing your wisdom and again how the catalyst of this tumor – when we think about what that has done. It changed your life and it's changing everybody who reads your information. Again, we really thank you for taking this time out of your day to share with our Self-Care Revolution™ family and our growing family.

For all of you listening, please share everything you learned today. Share this with everybody that you know. If you're on the soccer field like I am on Saturday afternoons, share it with moms. I'm quite the activist in many ways, but I'm telling you that Gatorade and all the junk food at soccer games – my kids have been playing soccer for the last 10 years and I just feel like a broken record.

I'm never giving up but I'm telling you to do your part to bring healthy foods to your families and get rid of all these fragrances and its simple solutions that Beth has offered you here today. Thank you so much. Beth, we look forward to a continued relationship with you in the Self-Care Revolution™.

Beth: Thank you, Robyn and Kevin. It was really a pleasure. I really enjoyed speaking to you both and to your audience. It was great. Thank you.

[End of Interview]

JUDITH SHERVEN, PhD

JIM SNIETCHOWSKI, PhD

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Robyn: Hello everyone and welcome to month 10 of The Self-Care Revolution™, where our theme is Be Fabulous at Any Age. Kevin and I are revving up. Each speaker has been so illuminating and dazzled all of you and us for sure.

Victoria Moran, who we started out with learning about her vegan lifestyle and living the charmed life, was incredible. Then we just got to hear from Beth Greer talking about the 5 steps to a healthy home. That was so important. Can you imagine how much that would radically change the face of healthcare if we all took time to...?

Kevin: Simplify.

Robyn: Yes, that's a big part of our message, but to follow those 5 steps to really electro-sanitize your life and get rid of toothpaste with saccharine in it. It's incredible.

Kevin: Food additives, the coloring, some very basic things that she shared with us that literally within a day, you could clear your house of these toxins that could eliminate autoimmune disorders and certain disorders that are plaguing our environment.

Robyn: This is the mission – and I also call it the challenge – of The Self-Care Revolution™, but it's less of a challenge because we have all these great speakers and all of you that are making a change in your life every single day. We want to impact the lives of a billion people with the message of self-care. All of our speakers and self-care coaches here at Santa Fe Soul all agree that this is the most important thing that we can practice every single day.

Kevin: Especially since on this call we're going to find out why you want to live to be

150.

Robyn: I'm excited.

Kevin: We definitely want to be taking care of ourselves if we're going to live to be 150.

Robyn: This has been one amazing day, and now we get to hear from Judith Sherven and her husband Jim Sniechowski. How did I do, Jim?

Jim: You did all right.

Robyn: I've been practicing it. I'm going to tell you about this amazing couple. Judith and Jim are a husband and wife psychology team and are on retainer as executive coaches, leadership trainers and management consultants for LinkedIn and enjoy private clients around the world as well. In December Jim will be 72, Judith 70 and they feel they are in the prime of their lives, expecting to live to at least 150, and who knows what all they will accomplish between now then. They are Los Angeles Times bestselling authors of six books. They have appeared on over 3,000 radio and television shows, including Oprah, The View and Canada AM, and have hosted their own radio shows.

Prior to their current identities and before they ever met - which was in their mid-forties - they were both professional actors. Jim had co-starring roles in St. Elsewhere, Quincy, Kojak, Rockford Files among others, and Judith appeared in Star Trek and multiple times in I Dream of Jeannie, Wild Wild West, My Three Sons and numerous other television series.

I'm 48, so you could imagine that I grew up with all of these shows. This is awesome that we're interviewing you here live with The Self-Care Revolution™. We have so many questions, some that our Self-Care coaches wrote. We're intrigued by your message already.

Kevin: Let's start first of all with the original comment I made about living to 150 and how that connects with your concept of being able to change our DNA. That's very exciting.

Jim: First of all, we both love life a great deal and living to 150 is actually becoming possible. There are people now who are saying that the child who can - emphasis on the word can - live to 1,000 is already born. What that means is that the technology, the medicine and the science is organizing in such a way that can make that a reality.

It's expected that by 2025 or maybe 2030, there will be so much science and technology online that we can actually choose the date of our death. There's an important caveat here, and that is that we would like to live to 150 and we really want that, but this does not mean that we're avoiding death. Death will come at some point, but living fully between now and then at our discretion and our choice, the question one must ask if you want to live that long is why?

We've asked a lot of people about that and they said they don't want to. Those who said they didn't want to is because they thought everyone they know would die or be dying off, which presumes nobody else but them is going to be living that long, which is not necessarily the case.

Others said that they want to be in Heaven with their God and that's another option, but Judith and I find life not only intriguing and fascinating but really spectacular and quite wonderful, and we want to get as much of it as we can before we leave. I want to emphasize that there's no attempt to avoid death. It's just living fully until then.

Kevin: I think that leads right into one of the major concepts here in our talk. It goes with our theme of being fabulous at any age. What is the fear of being fabulous?

Judith: That is one of the core concepts of the work that Jim and I do as executive coaches and leadership trainers, which are the unconscious holdbacks, the unconscious allegiances and the unconscious loyalties that everybody lives with to some degree or another that block awareness of how to move forward in life or block permission to move forward in life.

What people have a difficult time grasping sometimes is that what is living in our unconscious is the material that we took in when we were too little to assess whether it was good for us or not. It started when we were in the womb and it certainly continued on when we were born, when our brain was merely 25% the weight that it would be as an adult, and when we have no discernment to judge whether we're being raised in a way that allows us to be self-fulfilling.

Instead we're getting messages that all too often happen in families, messages like you have to be like us, or who do you think you are, or nobody in our family acts like that, etc. What we help people to understand is that to want to live longer, you also have to be free from some of those constraints so that you can express yourself more fully and go onto live new lives, new facets of your life as you get older.

Robyn: How do we unplug from those unconscious loyalties, what's your best

method?

Judith: First of all, we have to pay attention to repetitive patterns. You have to pay suspicious attention to stories that you are telling yourself about why you're living the way you are. Let me just give you an example.

You just listed some of the acting credits that I had. I was also doing lots and lots of television commercials. In 1967, I was making \$50,000 a year, which was a lot of money at that time with no overhead. I was living in New York at that time, succeeding magnificently with no effort, but instead of continuing – coming out of my family where my dad sold used cars and was an 11th grade dropout and my mother was unemployed and they were both deeply unhappy with life – I did not have internal permission to keep going.

I didn't know that, but the story I had – which I did have permission for – was I have to get married. So, I left New York and came back to L.A. I was depressed for four years and finally got into therapy for the first time, and eventually I went on to become a psychologist. I had to leave the acting and the television commercials and the great money behind because unconsciously that was disloyal to where I came from.

Jim: She left New York in the direction of going back to L.A. to find a husband and I was that husband. It was 22 years later when we met. If she left New York and was completely convinced that she's leaving because she has to find a husband and she doesn't find one for 22 years, might we be suspicious that what she was telling herself wasn't really accurate?

Kevin: Indeed. I think that's a good clue for sure. That leads me to a question. It says here that you were married in 1988. What's your secret? What are your top three reasons for the successful marriage?

Jim: I'll give you one. There may be others but the one that's most important is that we hold nothing back from each other at all. That doesn't mean that it's always pleasant and that doesn't mean we don't have to work things out. We've been together 27 years and every now and then we get into a squabble, not like we used to, but it still happens but I trust her implicitly and I can bring whoever and whatever I am to her and vice versa and neither one of us is going to condemn the other one and that's not to say that we didn't in the beginning have some roaring battles, but the fundamental connection that we have between us has never once been set into jeopardy at all.

Again, there are moments when we think what's going on here? I have never thought what am I doing or how did I end up with her? We joke when we get into moments like that. We look to the sky and say God how did we get here, but those are just jokes. Never once have I ever had the feeling that I made a mistake. That doesn't mean that we don't have our conflicts, but that is so foundational that the rest of it just flows from there.

Judith: Also, we are romantic with each other all these years later. We have some romantic rituals that we enjoy. A simple one is three taps. Whether it's at the dinner table with a fork on each other's plate or holding hands and squeezing three times, it means I love you. Nobody else has to know about it but we know what it means and it keeps that spark.

We hold hands all the time. We make sure that we're romantically connected as best we can be all the time, and that doesn't mean a lot of big gifts. In fact at this juncture we hardly ever give each other gifts, unless it's a trip. We're going to Costa Rica soon, and that's a gift to both of us and it will be very romantic and great fun. We keep our love alive by having it grow and expand and not let it ever get dull.

Jim: I want to add one more dimension and that is something we call real romance or practical romance. What we mean by that is that most people view romance as something extraordinary, like Cinderella – if romance doesn't bring something that's breathtaking it's not really romance. That's only for movies, stories and fiction. In the real world, how do you keep romance alive every single day? Let me give you an example. I do almost all of the driving. When I get into the car and I'm sitting in the seat, I'll put the key in the ignition and put the seatbelt on. The reason I'm doing it in that order is because I know that Judith is getting into the car on the other side, and I want to make certain that I don't fire up the automobile until she's completely in the car, in the event that something might happen and she may be hurt.

That doesn't sound like a lot, but I am doing it consciously. She is receiving it consciously. It's a recognition of my valuing of her. It's a recognition of the fact that I consider and think about and include her in my thinking, and she says thank you, which is an acknowledgment that it's going on. That is real romance because it's something that is meaningful and you can do it every day, you don't have to wait for Cinderella to make it happen.

Robyn: I love that; you include her in your thinking. That's beautiful. Why don't you believe in being old?

Judith: Because we've seen so many people – and you have too and everybody listening has too – who hit 50, they receive their postcard from AARP that announces to them that they're old, and they start slumping and shuffling along and treating themselves as if they're aged, when in fact there's nothing wrong with them. They're susceptible to their doctor telling them that they need to be on blood pressure medication or medication for this or that. Jim and I rarely go to the doctor, but for vision we both had cataract surgery. The nurses are shocked that we don't take any medication whatsoever.

We do take supplements. We do a lot of things to keep ourselves healthy, but most people unfortunately believe in getting old and so they treat their body like it's already in need of old things – and drugs is one of the dangerous elements of that.

Jim: The operative term was, believe in getting old. If we challenged both of you to give up your belief that you'll be getting old, that doesn't mean that you won't be aging. It doesn't mean that as the years go by suddenly you're going to stop adding them to your life. You will. What we're challenging on is dropping the belief that you're getting old. Just think about it. If that were to become real for you, a whole new behavior pattern would emerge that would be consistent with I'm not getting old. Again it's not that you'll stop accumulating years. We're talking about the idea of getting old. If you believe that you're getting old, then a whole other set of behaviors and a whole other set of points of view emerge, such that that will be who you are.

If you want to get old, bless you. Go on your way and it's guaranteed you will. You don't stay young like you were in your 30's and 40's, but Judith will be 70 in December and I will be 72 in December, and we're entering a whole new career, something we've never done before, and life is just expanding and emerging in front of us and it's utterly fascinating. I'm not getting old. The old phrase is I'm not getting old, I'm getting better. I'm getting a heck of a lot better and that's largely because of what we believe.

Kevin: Talking about beliefs, can you expand a little more on this idea that first we hold a belief and then we experience that, as opposed to our general concept of wanting to experience something before we believe it is true?

Judith: Let's just use this issue again of wanting to live longer and overcoming the fear of being fabulous. They go together really well. Certainly if you feel held back in your life and your beliefs are I've accomplished all that I can, I've come to the end of my ambition, I've made as much money as I'll ever make, nobody's going to want me at my age, nobody will employ me or I'm too old – then you are stifling any kind of

creativity or any kind of imagination that would let you develop a new life as you add years to your age, but you're not getting old in that old worn out way.

Jim: I'm going to put a question to the two of you and your listeners. In the current cultural understanding of the technology industry, would you believe that two people who are in their 70's have been hired in their experience for the first time by a corporation? We've never worked for corporations before.

Judith: On a nearly full-time basis. We've done a lot of consulting.

Jim: Yes, we've done a lot of consulting for corporations and we're retainers on a three-quarter time basis. My point is that given what we understand about the tech industry and how youthful it is, if you were sitting in a restaurant with someone and someone said do you think someone in their 70's can get employed by a major tech industry corporation and be very successful and they don't start until their 70, wouldn't that be something where you'd say oh sure that's possible would you?

Kevin: I love that.

Jim: My question is would you believe that or would the cliché be- you can't because they're too old corporations don't like old people?

Judith: Silicon Valley is filled with people in their 20's and 30's.

Jim: You can't go to work there, and yet we've done it. Why? It's because Judith and I have always resisted. Why we resisted is an issue that is too long to explain, but we've always resisted the common understanding and tried to find our own way. Here we are beginning a career at a major corporation at which we should be no older than probably 30 to get started. We're 70 and people are really embracing what we bring here. That's not a cliché. We're not old; we're just getting started.

Judith: And it's the most fun we've both had in our whole lives.

Robyn: Will you talk about your jobs and exactly what you're doing?

Judith: Sure. Our executive coaching is the top three tiers in the company. A variety of people have been referred to us over the time we've been here, and that will go on. Besides the executive coaching – which is not therapy but helping people to draw the leadership out of themselves and get rid of the fear of being fabulous in whatever form it shows up in people's lives – but we also developed a course for engineering

managers.

The head of engineering gave us the title. It's called Squishy Conversations: The Emotional Side of Outstanding Management. That has been greeted with great success. We're doing it again next year with a wide audience this time. We're presenting- Overcoming the Fear of Being Fabulous in a variety of venues.

As people might imagine, it's Silicon Valley and these are tech people. Would they come to an event titled Overcoming the Fear of Being Fabulous? The answer is they not only have come multiple times, but when we ask for a volunteer to come up and let us work with them, they come up and help us by demonstrating their willingness to open themselves up and grow their leadership. So we're doing all manner of things. We do presentations offsite for team growth, so there's a wide variety of things and the longer we're here the more people ask us to do other things, but the executive coaching is the cornerstone. The rest is company-wide issues.

Robyn: So, you're coaching people of various ages. You're working alongside the 20-year olds, but you're coaching different people.

Jim: If you did a survey, aside from us, the oldest people here would probably be 50 and younger.

Judith: That's a minority.

Jim: It's an extreme minority, but 50.

Judith: The executives are pretty much in their 40's and then the people on their teams are pretty much in their 30's and 40's. Of course a lot of the new hires, particularly coming in through engineering and design, are in their 20's who are coming out of engineering programs, MBA programs or design programs, and it's a company on fire. It just keeps growing and growing. I think at this point there might be 250 million members around the world, and there's no sign of slowing down at this point.

Jim: If you want to believe that you're getting old, we can't stop you, but you don't have to do that.

Robyn: That's fantastic. How exciting. What an opportunity for all the people that you're coaching. You have incredible wisdom. I'll just say that no matter what, every decade that I get older, I just feel grateful. I never look back. I never wish I was younger. I like my little wrinkles at 48. Honestly, I love being around people your age,

especially with your incredible attitude, and the belief systems that are running your life are like no other. You're sharing things that I've never heard before, especially what Jim said – the child that can live to 1,000 is already born. Where did that information come from?

Jim: If you go online and just look for extreme life extension, you'll get a ton of material. The guy who said that is Aubrey de Gray. He's a London gerontologist and he's the one who made that statement. That is the crowning statement but a lot of people believe that 100 is going to be a piece of cake, 120 is going to be feasible and 150 may be a stretch at least now, but when we get further along 150 is going to be easy.

Robyn: Jim, there seem to be two schools of thought about that. There are people that are technology oriented and think that we can go beyond nature to some extent, but Dr. Ludwig and others are saying the generation of children that are being born right now are not expected to outlive their parents.

Jim: I've not heard that. That's interesting. Let me make a point with what you said, Robyn. I'm saying that there are people who say you can live to 1,000. That's a point of view that sets up certain expectancies and a fundamental belief that heads in that direction. Dr. Ludwig is saying that these children will not outlive their parents. That is a belief structure that yields particular consequences. You can choose from either one. It's up to you.

Judith: Also, if what Dr. Ludwig is saying is that we're increasingly living in a polluted environment and eating food that is unsustainable, polluted and dangerous food like GMO's, like all of the overkill on pesticides and preservatives, sugar and wheat that have no food value whatsoever and is destructive, I would agree with Dr. Ludwig. If that's how the children are being raised and if that's the lifestyle they're taking on, I think they're going to have a really hard time outliving their parents.

However, the kinds of guests that you've had here talking about how to live in as clean an environment and as nutritious a lifestyle as possible, then we're talking about a different reality. I want to make a couple more points.

Up until recently, it has been believed that you were stuck with your DNA. You inherited it from your parents and other relatives, so if they died at a young age or they came down with a particular condition like cancer or had a heart attack, then you were pretty much going to be stuck with their DNA and likely to go down with cancer or a heart attack yourself.

However, the new research – some of it is called epigenetics, which looks back on what we do inherit and carry – is also seeing that we can indeed change our DNA by our lifestyle, by our emotions, by the kind of emotional environment that we're bathing our bodies in all the time. I really want people to get that they're not stuck with their DNA. Quite frankly they can change it for the better to whatever degree they change their life for the better.

The other piece that I really want people to get excited about is stem cells. There's been all this controversy about stem cells, and it's made it hard for stem cells to become garden variety aspects of physical and medical treatment, but stem cells are magical. There are clinics in Europe that are not stuck with the holdbacks that are going on in this country.

They're apparently – and I say apparently because I don't have any personal evidence, but in terms of what I've read – curing Alzheimer's, Parkinson's and all manner of conditions that in this country are considered untreatable.

Jim: If not curing, at least it's retarding their progress.

Judith: My using stem cells. We could do a whole hour talking about stem cells. That's not the point of the call for now. I just want to implant in everybody's mind who's listening that there are so many things going on that will help us live longer and in full health that we've never had before.

Robyn: Have you looked into that? There are stem cell banks all over the world now and people are flying to various parts of Central America. I know people that are spending \$25,000 to get stem cell IV therapy.

Jim: We actually had a website called AgelessZoom.com. We had to abandon it for a lot of reasons that are not important here, but we've done a lot of research into the future of technology and health. For example, people are concerned that humans are going to stop being biological beings and they're going to become robotic beings. Cyborgs is the word that's used.

Judith and I are already cyborgs in that we had cataract surgery in all four of our eyes, so we have plastic lenses in our eyes that transformed us from people whose eyesight was getting worse to people who had the eyesight of an infant. The negative was taken out and the plastic surgery was put in.

Judith: With prescription lenses.

Jim: We actually can see better now than we did when we were 40. There are a whole variety of things. People have implants. People have had heart surgery and their hearts are replaced. Cleveland Clinic for example has in process a kidney that's about the size of a Coke can and it's a mechanical kidney. They're in the process of it, so it's not entirely without flaws yet but when it's successful, no one will have to wait for a kidney. You'll be able to just go buy a kidney and not have to wait for somebody to donate it.

All of that is coming. For example, nanotechnology, the thought is that we will be able to design and develop computers that are so small that they will be able to pass through our capillaries and they will be programmed to hunt out and search down cancers or any other kinds of...

Judith: Viruses, bacterium, fungus.

Jim: When their program reaches its culmination, they will literally be dissolved and we will pass them through with stool and they'll be gone. That will be a way of doing preventative medicine mechanically. There's so much going on, but the point is that we will be sort of split – a cyborg – some technological and some biological and that's the next leg in the future. Who knows what's going to happen beyond that because it gets really, really out there. For example, we can hook our consciousness to a computer program – for the sake of a better description – and as a result live in cyberspace and then we won't need a body. That's way out if that ever happens at all.

Judith: But you're reminding us that we've been talking about having our stem cells frozen, so thank you. We've been talking about doing it but we haven't gone ahead and done it. We need to do it.

Jim: For those of you listening who have children below the age of five...

Judith: Little ones, before they lose their baby teeth...

Jim: This has to be done by a dentist. Once the teeth fall out, they're dead. If the teeth are falling out, take them to a dentist who understands these processes, and he or she can pull them and they can be frozen. Those teeth contain the stem cells that are not only valuable for the child but the people in the bloodline can also use them.

Judith: Also wisdom teeth hold stem cells. Only baby teeth and wisdom teeth hold stem cells. If this is of interest to you, find a dentist who is working with this and make sure that you can get your teeth frozen when they're pulled for future use to

grow teeth later in life. We could just go on and on about the magic that is increasingly available.

Of course, what we really want to convey today is that it's important that you want to live longer, and you can only do that by overcoming the fear of being fabulous and allowing yourself to create an ever larger, more adventuresome, more creative and more expressive life than you've ever had before.

Jim: Are there objections? If people are going to continue to live longer and longer, they're going to have all those people at the age end and all the new ones coming in at the infant end, what happens to resources and water and land? There are all kinds of questions to be asked, but those questions are up for discussion and resolution because living at the aged end is on its way.

Kevin: I definitely think we should dive a little bit deeper into that original concept that we were talking about, about the unconscious and these blind spots. What are some of the processes that you take people through when you're working with them in this way?

Jim: There are two fundamental concepts. One is that the unconscious exists. If you don't believe that, then there's no point in going forward because it's a moot point. The unconscious exists and the unconscious is a repository, and not just for negative configurations.

Freud believed that the unconscious was formed by the repression of conscious thoughts that were unattractive, unappealing and frightening. Frankly I've never believed it but there was no option other than a lot of what's coming out now. For people who are interested in what we're talking about now, go online and Google The New Unconscious and you'll learn a lot of what's going on right now.

I'll give you an example of unconscious content that's happening right now. As the two of you are listening to me and I'm speaking to you, you're focused on my words from a hearing perspective and I'm focused on delivering them to you.

However, if we start just in this moment as you're listening to me, open your consciousness just a little more and pay attention to the sounds that are going on around you and focus your eyes in a particular spot. Then as you're listening to me just allow your consciousness to begin to include all of the visual information that's coming in aside from that one spot you're focused on and the noise and the sounds around you aside from my voice, and then we can go onto the fact that you're sitting

in chairs, so there's a lot of information coming to you proprioceptively from the fact that your feet are on the floor and your butt is in the chair, and you're not paying attention to that until you pay attention to that, and we can go on and on with taste and breathing and all kinds of things.

My point is that consciousness is in a very real way a limiting function. It allows us to focus down on things and pay exquisite attention, but all the other stuff is going on at the same time and your being is receiving that information even though you're not aware of it. That's an indication that the unconscious is a very real entity in our being.

Judith: We've developed a home-study program that's called Overcoming the Fear of Being Fabulous, which Robyn is going to make available to people with a \$200 discount because we want everybody to get it and use it. What we pay attention to and help people through the program pay attention to is, what are the subtle self-limiting beliefs that they take for granted as the gospel of how to function?

Jim: Taking things for granted is one of the access points into the unconscious once you become aware that you are taking things for granted.

Kevin: Excellent.

Judith: We had a client some time ago who had been promoted but felt somewhat ill equipped to step fully into the position. Rather quickly as we asked about that and what the beliefs were, we heard the word modest. The person answering was saying I feel like it's important that I be modest.

Think about it. Somebody has just been promoted and yet they're saddled with the idea that they need to be modest. How are they going to be able to fully embrace and embody the leadership power that's necessary to hold the position they've just been given when they hold the unconscious undermining belief that who they must be over and against the leadership is modest.

We were able to dig deep into where this came from, why it was so important and what was going to be involved in giving it up. These are the kinds of things that we guide people through in the home-study program Overcoming the Fear of Being Fabulous to help people spot what their issues are, and then we guide them through how they need to give them up. We've received tremendous testimonials from that home-study program because we're not available to work with people individually any longer.

Jim: Let me give you an example from my own life. It's part of the Overcoming the Fear of Being Fabulous program. When I was a child, my father would say to me there's going to be only one genius in this house and that's going to be me – meaning him. Judith will tell you that when we met in our 40's, she said she never feared competition from other women; her competition was my father because I had given my heart to him. When he said there will be only one genius in the house, I did not say only one genius; therefore, I'm not going to compete with him and therefore I can't be academically superior because there can only be one genius, so I will not be. I never said any of that.

I went to a Polish-Catholic, very primitive elementary school and I graduated, but in the 8th grade I was told by my father that I was to take an entry test to get into a school. First of all, I had never heard of entry tests. The school was headed by Jesuits and I'd never heard of Jesuits. My father said go, so I went.

Judith: It was a college prep high school.

Jim: It was the best college prep high school in the city of Detroit at that time. I went and took the exam with absolutely zero formal preparation for that exam in the grade school that I went to. I passed the exam, and in the first year I was in the top third of my class. Then in my senior year, I was second from last. I'm going to pose a question to you and all of your listeners. Going from the top third to second from last – would that be considered a failure?

Robyn: No.

Kevin: It could be conceived as that for sure. Basically there was something that happened in between those two events.

Jim: That's true, but yes it can be conceived as a failure. Robyn, why did you say no?

Robyn: Continue.

Jim: All right, I will. It could be conceived as a failure from the outside. Somebody looking at me going from top third to second from last could say that is the failure trajectory. I went from top to bottom. But inside there was a much deeper contract and the contract was that there would only be one genius in the house and it would be my father.

My going from the top to the bottom was a major success in alignment with the contract that I was more dedicated to, which was entirely unconscious. I went to

college and in college I just got through. The details aren't too important, but I got a 2.1 at graduation and then finally when I became aware of all of this – because my life wasn't working the way I wanted it to or expected it to be – I went back to college in my mid-30's and I got a Summa Cum Laude and a PhD and it was all a piece of cake.

Why? Because I had the stuff to get into the top third of my class and I then had permission to be as fully academically brilliant as I could be – and I was and I no longer and the unconscious restriction saying you don't have permission to do that because there's going to be only one genius in the house. That's for me.

You know people who, for example, say I need to lose weight, so I'm going on a diet. They say it over and over again but they don't lose weight and they don't go on a diet, and the clue there is something in their unconscious is more precious to them than actually going on a diet and losing weight. They're more committed to that than they are to what their consciously saying. As Judith said early on, repetitive behavior that leads to the same result – and result is contrary to what is consciously described – you know for sure unconscious content is running the show.

Robyn: All this excavating – this takes a lot of time. With both of us being in the health profession – me for 21 years... We started the whole Self-Care Revolution™ month one with thoughts and food is medicine, realizing these fundamental beliefs are running our lives. I just think it's great that you've developed these programs and you're coaching many people. Is there a fast track way for so many people that don't have time to do that kind of excavating?

Jim: Excavating is a good word, and I'm going to throw it right back to you, Robyn. Do you want a magic bullet?

Robyn: I do. Bring it on.

Jim: You've been in this 21 years, right?

Robyn: Yes.

Jim: Have you ever seen a magic bullet?

Robyn: No. There isn't a magic bullet. We believe The Self-Care Revolution™ is just all coming back to self and spending the time in self-care in all the ways in which we're presenting this whole year, but we agree with what you're saying, that this is a key piece because we don't know what's running our lives. They can be the most challenging to unravel and that's what we learned from a couple EFT experts who

shared lots of strategies to be able to bypass the emotions that are getting in the way of our success. I just want all of our listeners to know that you do have this wonderful program that you can save \$200 on.

It's called Overcoming the Fear of Being Fabulous. Can you talk a little bit more about that and what your exact offer is to our self-care community? I just want to make sure that we have enough time for that.

Judith: Absolutely. In terms of a magic bullet, there isn't really any such thing per se, but when people understand that at the core of finding the release to have the larger life they want in whatever areas it is, they must understand that they have to change their idea of who they are. They must understand that they have to change their identity first and foremost in how they see themselves, and then of course to insist that others see them in a new way as well.

It's going to be different for every single individual. That's why in the program that we've created – which is a 12-CD beautifully packaged program that comes to your home or your office – where you will work with each CD one at a time. Each one is Jim and me guiding you through processes, imagination exercises, thought processes and a number of different kinds of approaches so that you can dig deep into what you've been holding onto, and then of course processes to release that.

Then the program also takes you into the reinvention of who you are so that you can magnify your excellence, and you can express it out into the world in ways you've never been free to do before. As I said, people have written to us from around the world saying this program has released them. One woman from South Korea said one of your CD's is worth 10 times the cost of the program.

We stand behind this program. We know the results that it's brought for other people and it certainly comes with a money-back guarantee. We assure people there's no risk here, but we encourage everyone listening who wants to change their life to get this program. This is a bargain and, from our perspective, it's guaranteed to work if you work it.

Robyn: What's the final price today after the \$200 discount?

Judith: Just \$297 for the 12-CD program, plus shipping. Ordinarily it's \$497 for the 12-CD program.

Jim: It's \$297. I don't want people to get confused.

Robyn: That's fantastic. We're just getting one hour with you today, but to have 10 hours – woo-hoo. Honestly, I feel like I'm pretty much in the loop of everything health wise, but I've definitely learned from both of you today, especially as you talk about the future of health and where we're going. It's such a positive spin.

When I think about our conversation so far, it's really the why of The Self-Care Revolution™ too when we were talking about what Dr. Ludwig said compared to the people who think we're going to live possibly forever with technology that, no matter what, it really comes back to this message of self-care. That's our magic bullet that we're trying to get across here. It's paramount.

Judith: Robyn, please let people know how they can get the program with the discount that we're offering your people through your link that takes them to that page.

Robyn: The great thing is that everybody got their reminder email today, and any of you that join The Self-Care Revolution™ at any time, even the one I'm looking at right now that went out to our whole massive list, it's right here. When you click where we are meeting Jim and Judith right at the very bottom, you have that opportunity to order today this great offering. This is wonderful. I think that every single person on the planet needs to know this information.

Kevin: To be more fabulous?

Robyn: To be more fabulous and not to fear being fabulous.

Kevin: That's great.

Robyn: And to help look at those deep beliefs that we don't even know very often that are running our lives.

Jim: Robyn, I want to thank you for all of that and thank you for bringing this up. I want to bring back a point. When you were talking about magic bullets, you said that there was a program that will allow you to bypass – and the word you said was bypass – and I'm thinking about football. Knowing about football to some degree, very often somebody can get injured – spraining this or maybe even tearing that – and the player does not want to leave the field and the team doesn't want the player to leave because the player's really good, they'll go into the locker room and they'll get shot with pain killers. Then they'll come back out on the field.

The reason I'm bringing that up is because the pain killer has bypassed the pain and

the problem, but the problem does not go away. The only thing I'm taking issue with here is that you can't bypass something and expect it to go away. If the program will help you to minimize it or eliminate it, that's one thing; but going around is just going to not pay attention to it with the idea that it is gone, and it's not. Bypassing is really treacherous.

Robyn: Thank you. It's like you're not necessarily getting rid of the underlying emotion, but you're tapping into the other possibilities. That word has been used and I've heard the bypass word, but thank you for your clarification and your understanding of that word.

Jim: You're welcome. My background is fundamentally philosophy, and language is very important and how we use it. If you're not accurate with your language – there's a program at LinkedIn called Influencers and it's about those of us who are influencers; it's essentially a blog with a lot of people contributing.

I did a blog post this week entitled Urgent or Important – Which? The words urgent and important are used in all worlds, but the corporate world a lot, and if you don't know that distinction and the emotional implications of what is urgent and what is important – and then particularly if you're an adrenaline junkie, you'll go for the urgent all the time and maybe even create it in order to satisfy your need for the adrenaline.

You don't know what you're doing essentially, even though all of us will say how urgent is it and important is that or it bypasses this. Words are really important because they create the lives we live by the way that we tell ourselves our own stories.

Robyn: Exactly.

Kevin: I think you were just going back to these unconscious, subconscious patterns that we're running. We can see that in our language as well, so language is a great place to look for those messages.

Jim: Absolutely.

Robyn: I can't. I should. All of those... I'm not good enough. I'm not loveable.

Judith: That's right.

Jim: Judith and I use the phrase deep listening. When you're deep listening, you're hearing what's being said to you and you're also hearing the implications. It's just like

bypass. You said it and you simply said it. If you were in our office and we were working with you, I would have gone right for bypass. Assume for the moment Robyn that bypass is exactly what you meant and exactly what you believe. You're telling me a great deal about who you are if that's the case by using that term, and we would go after it.

Deep listening is not just hearing the word bypass, but hearing the implications of the word and also hearing what it's telling me about who you are in your use of it. There are a lot of levels to listening.

Kevin: Definitely.

Robyn: I'm going to be thinking about the word bypass for the rest of my life.

Kevin: Which will be quite a bit longer after this talk.

Robyn: I'm going to go to the heart and soul of everything I need, all my lessons in life.

Kevin: We are coming to the end of our hour. Is there something that each one of you can share just to sum up our talk today? What's your important message for our listening audience and the global community of self-careers?

Judith: I think the most important thing that I want everyone listening to understand – and I mean not just hear it but take it in and understand – is that you are very deeply in charge of your life, the quality of your life, the length of your life, the kind of physical and mental health you can experience, that self-care is yours to own. That message has not been a very big message until recently, but we encourage you to grab it and use it and own it because who knows what is possible for you when you truly own your life on your terms to live fully and in the most healthy vibrant way possible.

Jim: I have two things to say. The first is transformation does not begin or occur with the discovery of new lands but with the opening of new eyes. The landscape is there all around you all the time, and your eyes and your belief system and your convictions cause you to look in a particular direction because that is the logical outcome of the foundation of who you are. When you open your eyes, new landscapes appear and new vistas appear.

The other one is – and you'll have to bear with me because I always have to think this through so that I get it right. The cliché phrase says I'll believe it when I see it. The

truth is you'll see it when you believe it.

Robyn: That is so great. We ask all of our speakers this question. What's a typical self-care day for you? How do you make self-care a priority in your lives? I know that you shared your romance and how you keep that alive and well, but for each of you individually what brings that ignition and that excitement and passion to your everyday life? What exactly are you doing in terms of your self-care choices?

Judith: Along with eating healthy and making sure that we don't eat crummy food, we take supplements on a daily basis. I'll speak for myself but it's true for Jim as well. We are very clear that the work we're doing is not work. It's joy personified to help other people gain the freedom to have larger lives in whatever way possible that we can. We don't feel burdened by the fact that we probably work somewhere around 60 hours a week and we love it.

Jim: I would just say in answer to your question that I do my absolute best to not be hypocritical. In other words, I walk my talk. What I'm about to say is a little dramatic, but it's like a split personality. If you can make yourself whole, the odds of your living healthfully, joyously and long-livedly are much more increased.

Robyn: Wow this has been such an inspirational hour. We could spend literally endless time with the two of you. It would be fun if you could ever come to Santa Fe. We'd love to show you what we've created here at Santa Fe Soul. We have a live event. We should let all of our listeners know that in addition to our expert speaker series, we have 30 practitioners here at Santa Fe Soul. We built this consciously created healing space and we have a live self-care bliss event.

We're going to have our second on June 5th through the 8th of 2014. We'd love to invite all of you to say yes to your self-care and to come play with us and Norm Shealy. Jim and Judith, have you crossed paths with Norm Shealy?

Judith: We know of him. We haven't met him yet in person, but we admire his work.

Robyn: We need to connect you with Norm. He is coming back again. It would be so great to have you two here. I just love your message in every which way, from how you conduct your lives to how you're inspiring others to live this engaged life and a healthy life, and to help people realize that you can be free of these internal belief systems that are really degrading the landscape of how you live.

Jim: Absolutely.

Judith: Thank you.

Kevin: Thank you. Talk about epigenetics – I definitely feel my DNA has changed in this last hour.

Robyn: Your enthusiasm is pretty contagious.

Kevin: It is.

Robyn: Like I said, there's no bypassing any of this great energy that you have shared and this information. All of you don't bypass all the great wisdom that was shared this hour. You want to go the extra mile and invest in this incredible program for \$297. Run and order that.

We'll talk further with Jim and Judith to bring them to Santa Fe live. Sometime we'll bring them in for another power hour with The Self-Care Revolution™. We just want to say thank you to many of you that we see that have been here for each of these hour interviews and for being part of this incredible month and this year of self-care. We love you and thank you, be sure to go to JoinTheSelfCareRevolution.com. Please send this link to all of your friends and family members because we want to grow this audience big time.

Kevin: As we transition out, we have a joyful Self-Care Revolution™ theme song. Thank you again for sharing your wisdom today.

Judith: Thank you very much.

Jim: Thank you for having us and say hello to Alex Giorgio for us.

Robyn: We sure will. We get to interview him next week. We love him and I thank him so much for connecting us with you.

Judith: Thank you so much.

[End of interview]

SUSAN SMITH JONES

SusanSmithJones.com | PhD, MS

IS TOO MUCH STRESS DESTROYING YOUR HEALTH AND LIFE?

[These statements have not been evaluated by the Food and Drug Administration. The information on this audiocast is not intended to diagnose, treat, cure, or prevent any disease.]

Robyn: Hello everyone and welcome to month 10 of the Self-Care Revolution™. My name is Robyn Benson. I'm a Doctor of Oriental Medicine and also the Founder of Santa Fe Soul Health and Healing Center, and creator of the Self-Care Revolution™, along with...

Kevin: Kevin Snow, the Desert Shaman and Intuitive Counselor here at Santa Fe Soul in beautiful Santa Fe, New Mexico. It's a great fall day and we're excited to be having this interview with Susan today.

Robyn: We have quite a few people that are joining us today to hear Dr. Susan Jones and Dr. Joe Rubino who will be following us in a few hours. We can't wait to hear his message as well and just to let you know, this month of Be Happy and Fabulous at Any Age, to age with grace, there are so many potential names for it, all we want to say to you is that by practicing self-care on a regular basis from the time you wake up, and you'll hear that our speaker today wakes up earlier than just about anybody I've ever known. The Dalai Lama might be there with you Susan, but just taking that into everyday self-care strategies and techniques, there are so many and they're fun.

Kevin: They are fun.

Robyn: Susan, for a woman with three of America's most ordinary names, Susan Smith Jones, MS, PhD, has certainly made extraordinary contributions to the fields of holistic health. With 30 years at the UCLA, teaching students, staff, and faculty how to be healthy and fit, Susan has established herself as one of the world's foremost experts on diet and nutrition, high level wellness, natural remedies, balanced living, and human potential.

She is the author of 27 books (including *Walking on Air*, *The Joy Factor* and *Recipes for Health Bliss*), with over 2,000 magazine articles on these topics, and has been a guest on more than 2,500 radio and TV shows. Selected as one of 10 Healthy American

Fitness Leaders by the President's Council on Physical Fitness & Sports, Susan teaches that the body is designed to be self-repairing, self-renewing, self-sustaining and that the power to live a radiantly healthy life is within everyone's grasp. Welcome.

Susan: Robyn and Kevin, it's wonderful to finally be with you.

Robyn: We've been working on this journey with you for a couple months. We call it delayed gratification. We have a lot of that going on.

Kevin: We do indeed.

Robyn: We've been looking forward to our time with you and sharing your amazing message. The title of our talk is; Is Too Much Stress Destroying Your Health & Life? As you know Susan, you have so many different topics, but I'm so glad you're starting with this one because this is huge. As we know, 80-95% of all doctors visits have to do with stress, so maybe we can start out hearing about your path and how you got into your profession, and then talk about why stress has become one of your themes in terms of all that you teach and share with us.

Susan: I'd love to talk about that. It all started when I was a teenager and my dad died unexpectedly. I handled it, not very well at all. I handled it by eating everything in site gaining lots of weight over a 14-month period. I was at the lowest point in my life and in fact, didn't even want to live anymore. Even though in those days I didn't know it was depression, I look back now and I know I was in a state of depression, but as a result of my terrible diet during those 14 months, I gained close to 50 pounds and also developed asthma, allergies, acne and arthritis, all the A ailments.

My grandmother, who's not a medical doctor but who was wise in the way of living close to the earth, she took me under her wings and told me if I would come to live with her for a month and follow everything she told me to do, she said all my weight would come off and I'd get rid of all those A ailments, and I'd feel better than ever. That got my attention right away and lo and behold, the things she taught me to do about healing my body head to toe and inside out, by living closer to nature.

It all worked and within that 30 days I was feeling on top of the world and for the following seven years before she passed away I worked with her and saw how people from the block and the neighborhood would come over and ask for her advice. She knew everything about the best natural remedies. For example, someone came to her if they had depression and she would have them take off their shoes and socks, walk

around her beautiful backyard on the grass barefoot close to the earth, observing the flowers and herbs and she would listen to people.

Her name was Fritzzy and she taught me that the greatest hunger of the human heart is to feel understood. Before they left she would give them a cup of lemon balm or chamomile tea and they'd leave happy as a lark. People also came to her for serious diseases, some cancer and diabetes and other things, but as a result of her wisdom in my life, I can say to you I have never in my life taken any prescription medication.

I have not had a cold or the flu in just over 27 years, because I know what to eat and what not to eat and how to live the different lifestyle choices to keep your body healthy. Thanks to my grandmother, in the early 80s I started a private practice where people would come to me from around the world or I'd go to them in this area or worldwide and I teach people how to be healthy. I have a wonderful website also with lots of great information.

Kevin: You definitely do and I think we're using it as a resource as well.

Robyn: Very colorful and you look like you're 30, maybe even 25.

Susan: Thank you. I believe everybody can look about 20 years younger than their age. My website is my name, SusanSmithJones.com and the photo of me on the home page was taken in Oregon about 18 months ago for a photo shoot I had to do. The key is I work hard at being healthy. It's not a decision you make one morning when you wake up and you never have to do anything about it again. It's a day-to-day commitment to make the right choices that support your vibrant health and what you choose to eat, exercise and everything in your life, which reflects your self-esteem.

Your daily actions always reflect how you feel about yourself, so every day I renew my commitment. I wake up in the morning and remember the first 40 minutes of each day sets the tone for the day, so how do you want those first 40 minutes to be? You want to be healthy, happy and peaceful and not rushed. So have enough time to get in a workout, meditate or pray and maybe the night before you set the kitchen table or get your clothes laid out or get the kids' lunches made so you can be relaxed the first 40 minutes of the day.

Similarly, the first day of your new health and fitness program, sets the tone. So I get up each morning and the first thing I do is sing a song. I live alone so nobody hears me. I sing a song from that wonderful musical called Oklahoma. Do you have any idea

which song I sing?

Robyn: No.

Susan: I won't sing but I'll tell you the words. *Oh what a beautiful morning, oh what a beautiful day, I've got a beautiful feeling, everything's going my way.* That's a great way to start the day.

Kevin: That's awesome.

Robyn: Tell our listeners what time you get up.

Susan: I get up pretty early in the morning, usually by 3:30 a.m. and one of the reasons I get up that early, and I know most of the people are cross-eyed right now, but there's so much beautiful potential and peace in the early morning. Also, everyday on my website I write an inspiration quote for everyone and a daily affirmation and I want to do that before many people in the world or at least in America aren't up yet to get it done and turned over to this new day. Then I meditate and then I'll have an easy bite to eat, but I always like to work out in the morning.

The truth is, I don't always want to get up early and I don't always want to work out, but there's never been a day where I finished a workout and I've said, oh I wish I didn't workout today, because I know I feel better. When you workout in the morning, one of the beauties, is that you get those endorphins going and you get more brain power, more circulation to your brain, so you work better and are more confident and feel more empowered throughout the day if you can find a way to workout in the morning.

I often hike in my local Santa Monica Mountains or go to a gym. I like to ride a bike but my favorite thing to do is to hike, because I'm out in nature.

Kevin: Closer to nature.

Robyn: I am with you. I did kettle bell at 6:00 o'clock this morning, Kevin, where were you?

Kevin: I was doing my meditation.

Robyn: I think we're pretty aligned with you Susan.

Susan: I know that 3:30 is a crazy time to wake up, but if you could get up a half hour

earlier than you're used to get in some type of workout. If you live with family with lots of kids in your house that might be the only time during the day you do have some peace and quiet.

Kevin: Absolutely. That leads us into the stress conversation and how, first of all, what you think stress is. Can you give us a basic overview of what it is and what's going on in the body?

Robyn: Is stress today the same as it was in prehistoric times, I'm curious about your take on that?

Susan: You just brought up 5-6 things. Keep this in mind. I'll give you a 30-second overview and then I'll explain a few things. It's not the people in our lives like most people think or the complications or times in which we live that causes stress, it's how we think about the people, the complications and the times in which we live. It really all goes back to attitude, which is one of my favorite stress-busters. I want everyone to know that if you feel the demands of your daily life exceed your ability to meet them you're not alone.

You both know I just returned from a lecture media tour over in the UK and everywhere I go in the world this state of feeling stressed out and over-committed is a growing phenomenon among millions of people and it's not just here in America. If you look back at the prehistoric days when we would roam the savannah's and sleep in the caves, the stress response was actually a great thing because we had a built in fight or flight system, which provided our bodies with the energy needed to escape from a predator or maybe secure scarce resources. Though this type of high intensity short-term stress was beneficial for our survival, our bodies weren't designed to withstand this type of chronic long-term stress that's so prevalent today.

You see that same cascade and I know before the show started Kevin, you asked me about this, the same cascade of hormones released during a physically stressful event like running away from a lion is released when we undergo a psychological stressor like marital conflict, kids not doing well in school, unreasonable work demands or financial and economic worries. The difference you see is that we typically do not respond to these kinds of chronic stressors with vigorous physical activity like running or fighting and most of the time they do not have a finite end point. So consequently, our bodies may be continuously exposed to stress hormones and especially that big one called cortisol, which over time sets up many serious health problems throughout the body.

The bottom line then is that chronic stress that many people feel these days has an impact on every aspect of our physical and mental well-being.

Robyn: We mentioned that big hormone cortisol, for people who don't really know much about it can you talk about that a little more and how it impacts the body?

Susan: So, when you're stressed out the main stress hormone is called cortisol and when you have too much chronic cortisol and you don't lower it through managing your stress levels, and again before we end today I'll go through my favorite stress-busters, it can affect your entire body. It causes you to gain weight. It lowers your immune system functioning. It causes bone loss, depression, inflammation, acidosis and insulin resistance. It can even lead to high blood pressure, heart problems, fatigue, joint and muscle pain, headaches and more. I know what would cause me stress might be different than what causes you two stress.

Before I give workshops on stressology 101 I say what causes you stress, and I get different answers, so before I tell you what lots of people say, tell me what causes you both stress?

Robyn: I'm a mother of a 12 and a 14 year old. I have my own practice. I own a healing center with 25 amazing people. I'm overseeing the running of this Self-Care Revolution™. That's a lot.

Susan: Say no more, we all understand.

Kevin: I just finished up a Bachelor's Degree in psychology so that was stressful.

Susan: Congratulations.

Kevin: That feels good now. Running a business and even sometimes trying to figure out how to exercise, what to do and what to eat that can be stressful too.

Susan: Exactly. You two are amazing and inspiring people. People have said to me they have weather related stress, like here where I am it might be earthquakes or other places tornadoes, hurricanes, floods, fires. Here it might be bumper-to-bumper traffic. For many people it's unpaid bills, constant noise or deadlines and other commitments, but it can also be triggered by emotions like anger, fear, worry, grief, depression and even guilt. What's interesting is what causes some people stress might cause other people to thrive.

There was a study done not long ago where scientists compared two groups of people

taking a math test under a barrage of noise and those who could adjust to the noise level had little change in their immune function and stress hormone, while those who couldn't, experienced a drop in immune functions. So feeling in control has less to do with the situation and more to do with your attitude.

My grandmother Fritzy would always say to me— my nickname is Sunny, because I'm so positive — your attitude is your mind's paintbrush, it can color anything. That's true. A negative attitude acts like an insulator that inhibits the flow of creative energy and I think, miracles, so if you're always harboring thoughts of criticism, gossip, anger, blame, jealousy, worry, doubt, hate, guilt or shame, these are all forms of negative thinking and you have to nip all this negative thinking in the bud. Put a guard up at your door because you're always attracting back to yourselves the equivalency of what you think you feel and believe. If you want changes in your outer life you first have to change your inner life, which begins with your beautiful attitude, which you are in charge of.

Robyn: This is your grandmother Fritzy, attitude is your mind's paintbrush, it can color anything. We'll give her credit for that that's amazing. It's amazing what we can do with our paintbrushes based on what our thoughts are, running in that current moment.

Kevin: I think you're describing this, but why do some people do better with stress than others do?

Susan: Like I said, it's not the people or what they say to you, what they do or issues, it always goes back to what you think about things. The attitude is an amazing thing, just like my grandmother said, because at any moment of the day you can choose it. You can choose to live in fear. I don't even like saying all those negative words or, you can choose instead to have a more positive attitude, like Pollyanna, focus on the positive.

Of all the stress-busting tips today this is one of my favorites and it is to be thankful, because each and every day you want to take a moment to be grateful for all you have in life, because gratitude is a great stress-buster and what you think about consistently brings more of the same into your life. So focusing on the positive, even during difficult times is the best way to reduce and alleviate stress and transform your life.

My grandmother also said to me, here's the path to balance and peace and it is this... each and every day live thankfully.

Robyn: I love that. I'm with you, gratitude is essential to life and getting us through those tougher times.

Susan: If you look at it, even on a deeper level, gratitude to me is like a connecting link or a bridge between you and all channels of good in your life, because when you're negative you cut yourself off from that flow of the universe, but when you're grateful no matter what's going on in your life it's like this renewed dynamic energy in your body that allows you to exert to influence on your world. I always say to people because I like to be practical that everyday you should write at least three things in a gratitude journal that moved you during the day or for which you are grateful. When you focus on gratitude you can't be negative at the same time.

You've probably heard this before, but it was Plato who said, *'A grateful mind is a great mind that eventually attracts to itself all great things.'* In tandem with gratitude is that you have to live with more faith. You have to trust. Remember, you're never alone 24/7. Even if you live alone you're never alone, you have guardian angels and you're a co-creator with this beautiful source of love that's within us and around us. One of my favorite quotes from one of my favorite books, Ralph Waldo Trine who said, *'Faith is an invisible and invincible magnet that attracts to itself whatever it fervently desires and persistently expects.'*

I believe most people can't achieve their goals or if they do they lose it quickly, because first of all at some level they don't feel worthy of receiving or creating something and then also, what happens is they don't have good feelings about themselves and they give up on faith or often they quit right when they're about to make huge strides. So always be persistent and determined and let no one or anything cause you to doubt your power and ability to live your highest vision. It all goes back to self-esteem and how you feel about yourself.

Here's an affirmation I had on the top right of my website a few days ago. *'Not one drop of my self worth depends on either your acceptance to me or others acceptance of me.'* It's all about developing the healthiest relationship with yourself and your soul, because out of that relationship all other relationships are formed.

Kevin: Going back to grandmother Fritzzy, people obviously were coming to her in a place of really not being in that space, not really having a level of faith or having loss in their life. How do you meet people in that place and guide them to the place where you are and where we can clearly hear that you're in a place of faith? How do you meet people when they aren't in that space and help them get there?

Susan: Here's something interesting. For decades I used to have people come to my private office and I would do counseling where they would sit in a chair and we'd be all cozy and comfortable. But I know that people are more positive and optimistic when they get the endorphins moving in their body, so these days, unless someone can't walk very well, I meet them at the bluff overlooking the ocean or at a little trailhead to do a short hike if they aren't in good shape. Then I say for five minutes at least we're going to walk in silence before you start talking to me, because I want to get the endorphins released in their body and then they will look at things from a more positive attitude.

Then all the things I'll recommend before this hour is up about very practical ways to lower the cortisol and reduce the stress in your body and get more enjoyment out of life, very few of them cost much money at all. One tip is to absolutely get moving, because exercise is one of the best ways to reduce stress in your life. It relaxes the muscles and eases tension in the body and I always encourage everyone to walk your dog everyday whether you have a dog or not. Walking is one of the most underrated of all activities. Walking helps you aerobically, but Kevin as you and I were talking about and I know you do too, I love to go to the gym and lift weights because you can bring many of the body parts that used to be up north that have been falling south.

You can really reshape your body and tone up. The more lean muscle tissue you have on your body through strength training and lifting weights, the more calories you're going to burn even when you're sleeping and at rest. If you could add 10 pounds of lean muscle tissue to your body through the right fitness program, and you'll find all of this in my first seven blogs I posted for your listeners over the past week, you add through working out will help you to burn approximately 500 additional calories a day.

That's huge. You'd have to walk three miles a day seven days a week to burn that many calories. Maybe five miles seven days a week, but you can do it all by simply adding a little lean muscle tissue on your body. The muscle atrophy's if we get older and don't use it. So go for a walk, hit the gym, try yoga because studies have shown that those who practice yoga have lower stress hormones than those who don't. Get moving is one of my favorite stress-busters.

Robyn: We've covered movement, gratitude, the importance of a healthy diet. I want to take this moment to make sure all our listeners have your best website. What's the best place for people to learn more about you?

Susan: They can go to SusanSmithJones.com where you'll find lots of great recipes

and gifts in the November newsletter and today to the left of the photo I'm giving away two free eBooks. They are both full color beautifully designed, one on detoxify and rejuvenate and the other is about my favorite super foods.

Robyn: For everyone looking at the speaker page right now, it's beautifully outlined there as well so you can click it and download. That's very generous of you to share with our Self-Care Revolutionaries.

Kevin: Absolutely.

Susan: My pleasure.

Kevin: You mentioned the super foods. Can you run through what some of your favorites are?

Susan: There's no question. For almost 30 years I take a super food called Spirulina. My grandmother taught me about it, but in the nutritional arena people know that the best one in the world comes from Kona, Hawaii. So many studies, in fact, hundreds have been done on it. One teaspoon of Hawaiian Spirulina has the same level of antioxidants, enzymes, vitamins and minerals as five servings of fruits and vegetables and scientifically proven, more nutrition than any other single food on planet earth.

Last year I did a great clinical study dealing with weight loss, so if you want to lose weight you'll love this one. It's in my second or third blog on the website, but I took just over 100 people over a 90-day period and they did nothing different in their lives except take 3000 milligrams each day of Hawaiian Spirulina whether in powder or tablet form and after 90 days everybody in my study lost 1-3 pounds each week. We discovered that it also curbed the appetite, eliminated carb and junk food cravings and helped prevent overeating. I told the company I was going to be on your show and anyone who orders can get a 25% discount with the code (VITALITY) by calling 800-453-1187 (Hawaiian time).

There are four things in my life I'd never be without.

Hawaiian Spirulina & Hawaiian Astaxanthin

(Everyone that comes to me in my practice over the decades, anyone who takes the Spirulina and Hawaiian Astaxanthin (12 mg) daily, even children; those who start taking these two super food nutritional supplements daily will no longer get sick.)

Infrared Sauna

Taking Saunas everyday it helps to keep your body detoxified and rejuvenated. I'm sure that's one of the reasons it's been over 27 years that I haven't had a cold or the flu. I've written several articles about it for your listeners. I did it all over the last week. On my home page you can click on infrared sauna as well as alkaline water and if you go in the navigation bar under articles, there are several that might be of interest. Four or five times a week I'll take a Sauna. Alkaline water, which I've taken for over 20 years.

It's better for your body because you want the right PH, but I don't recommend bottles in the store because the plastic is bad for the environment, the water often tastes like the plastic from the bottles and they're way too expensive because you want to drink half your body weight in ounces of water each day of good alkaline water. I took every bottle sold at my local Whole Foods (14 total) two weeks ago and did a test. Only one was the PH that it advertised on the label and what people don't know is that after 48 hours if you buy bottled alkaline water, it loses the alkalinity. It still might be purified which is better than tap, but I'm frugal and I don't like wasting money.

In four months when you get a beautiful machine like the one I use, which I think, is the best in the world I've had it for 20 years and never had a problem. It's called the Ionizer Plus and within four to five months you've paid for the machine by not buying bottles of alkaline water. So these are the things that are most important to me are my Ionizer Plus, Infrared Sauna and Hawaiian Spirulina and Astaxanthin.

It's also important to never be constipated. I can't tell you how many people call or come to see me because they are. The number one way to go number two is by using a little toilet stool that wraps around your toilet so when you need to do the number two business, you pull it out, put your feet on it and it puts you into a squatting position, which makes it so things come out easily without strain or pain and it will take away the constipation and help heal and prevent hemorrhoids, and maybe the sixth or seventh blog on the website there's an article called 'Let's Detoxify, Getting Back in the Flow Again' where I talk about squatty potty. You can go to SquattyPotty.com and learn all about how to keep your colon and digestion functioning at peak levels.

One other thing my grandmother taught me and I wouldn't be without this either is to be a kitchen gardener and to make sprouts like broccoli sprouts, alfalfa, red clover, lentils in the corner of my kitchen. I don't know if you know this but the latest study

on broccoli sprouts is they have more nutrition than in the mature plant and says that ¼ cup of broccoli sprouts a day will cut your risk of getting cancer by 50%. One of the free eBooks I'm giving away on the website is called *Nature's Superb Super Foods* is all about growing sprouts. I teach you the ABCs of growing them. It takes 3-4 minutes spread out over about four days. Kids love doing it and it costs pennies to grow sprouts. You can make them organic and then you have a fresh harvest of sprouts and there's hardly any better food on planet earth than fresh sprouts.

For 25 years I've purchased all my sprout supplies and organic sprouting seeds from The Handy Pantry. You can go to HandyPantry.com/vibrant and see the three trays starter kit for those who've never done this before. My neighbor up the street, Betty, is 89 and six months ago I taught her how to grow sprouts. She has taken to it like a butterfly to buddleia and she grows sprouts for everyone on our block. She loves it and her great grandchildren are helping her at 5, 7 and 8 years old.

Kevin: Wow!

Robyn: That's something we haven't talked about on the Self-Care Revolution™ are sprouts. You mentioned Astaxanthin and I'm a big fan of that and in fact, I'm writing a book on travel and health. For all the listeners to know, I agree that's definitely one of our super foods and it's great for radiation. There's a big concern about radiation, of course, about what happened in Japan. Can you speak a little more about that?

Susan: Absolutely and also, the Hawaiian Spirulina is great with its rich chlorophyll and there's a component only found in blue/green algae like Spirulina called phycocyanin. I wrote an entire article on it. In phycocyanin studies worldwide have shown that that's the ingredient that's in the Hawaiian Spirulina that grabs on like a magnet to the radiation, heavy metals and lead in the body and takes it right out. Now, you just said traveling and I don't know if you are aware but studies have been done that when you fly, because of the electromagnetic energy on a flight your reserve of antioxidants in your body is usually completely depleted by the time you get to your destination. So scientists in the know always recommend to, take extra antioxidants.

On the website there are several blogs on Astaxanthin. I'm an expert on it because I've studied over 250 studies over the past seven years that I've taken it. It's the most powerful antioxidant on planet earth to date. That doesn't mean that a year, two or three from now that there might be an even stronger antioxidant but right now it's the strongest. What makes it so amazing among many things is that it's one of the couple antioxidants that has the ability to cross the blood/brain and blood/retinal

barriers, which means it brings superior support and protection to the brain, the eyes, your central nervous system and anybody that comes to my private practice who has any of these issues, I recommend 12 milligrams a day.

I've read a couple studies in the last week that take all the Astaxanthins on the market, 18 total, and only 15 of them have the amount in the product that they say on the label and the three that do, two of them are from synthetic Astaxanthin. If you have joint and tendon problems or if you want your skin to look better, eye and heart health or any other type of 'itis' arthritis, any of those, you definitely want to take the Astaxanthin.

Another neighbor two blocks away is about 85 and she can no longer drive at night. She was going to see the doctor and I said let's put you on the Astaxanthin first and three months later she can now drive at night. Peter, who lives a mile away, is a client, he's in his early 50s and couldn't hold the menu far enough away from his eyes to read it at a restaurant and he wanted to get the laser surgery to help his eyes so as not to have reading glasses. I said let's put you on the Astaxanthin and now, almost seven months later he went back to the doctor who is now recommending it, he doesn't need glasses or surgery.

The Astaxanthin, like Vitamin D is fat soluble, and as a result you need to take it with a meal that has a little fat in it. You can get in a 12-milligram dose which is great or a four-milligram dose, you take three of them. When I take my Astaxanthin if I'm not in the mood to have a meal but have to rush out then I'll take a spoonful of coconut oil or eat a couple pecans or cashews with the Astaxanthin so that I know when it's in my stomach there's fat there. It takes about three months to fully saturate your body, just like with Vitamin D.

So remember the Hawaiian Astaxanthin and Spirulina super food supplements are some of the main reasons I'm never sick. Everyone listening again can get 25% off using the code (VITALITY). You can go to Nutrex-Hawaii.com and if you order online make sure you use the code. I like to talk to live people and you might have questions so you can call 800-453-1187. If you go to my website and click on blog the second article is about the Spirulina and Astaxanthin, and you will see the massive aerial views of this 90-acre farm of the Kona Coast of Hawaii. There are ponds where they cultivate and harvest the green for Spirulina and red for the Astaxanthin. It is remarkable.

If you go to Hawaii, any health food store, Costco or Wal-Mart or Walgreen's, floor to ceiling, everywhere you go is Hawaii Astaxanthin and Spirulina, no place can even

keep it in stock it's the number one health product on the island. People are just learning about it more now in America and worldwide. Many of my clients in the UK where I just was, they called the number and they ship all over the world.

Robyn: You've given us a background of how you got into natural health and healing. We ask all our speakers to describe how they practice self-care daily. It sounds like you've given us that as well and you're walking your talk for sure. Are there other major pearls of wisdom in terms of people wanting to live their best ever, because there are people who are exercising and practicing their gratitude, eating good foods and they still aren't feeling good, what is your feeling about that?

Susan: This is something that people ignore. I can't even tell you how important it is and it happens to be catch plenty of sleep. There is no way you can be at your peak level of health and fitness and mental capacity if you don't get a solid 7-8 hours of sleep a night and remember this too, what's germane to our topic of stress is that lack of sleep undermines the body's ability to deal with stress. I have one client who has to set three alarms every night because she will often sleep through the first two.

What so many people don't know is that too little sleep chronically, like most people are chronically in sleep debt, when you get too little sleep frequently it makes you hungry, especially for foods that aren't good for you. That primes your body to hold onto the calories you eat, meaning, without enough sleep even if you have a good diet it will cause your body to hold onto those calories. If anybody listening wants to lose weight, a study done two years ago at Columbia University in New York, found that people who slept six hours a night were 23% more likely to be obese than people who slept between 7 and 9. Those who slept five hours were 50% more likely and those who slept four hours or less were 73% more likely to be obese.

I know so many people struggle with losing lots of weight or the last 10 pounds and you'll always be swimming up stream if you don't get the sleep. I have people who work out, eat a good diet but the one thing they're missing is getting enough sleep because they don't have time, but I teach people you can't afford not to get enough sleep, because often you'll have to redo things you didn't do well if you're walking around in sleep debt.

Another thing is that you want to eat your foods as close to the way nature made them as possible. We've only talked about sprouts and those two super foods, but Fritzzy used to say to me, look to nature for what to eat, because in nature we don't find ice cream trees, donut vines or potato chip bushes. The more colorful and natural your foods the healthier you'll be. One of the best ways to think about nutritious food

is this... produce is the most important healthcare your money can buy.

Under articles you'll find one I wrote on how raw foods heal. By the way, the Hawaiian Spirulina is completely raw, which I love. The Astaxanthin only had a 3 second flash freeze dry, so you can't officially call it raw. If you eat all cooked food that's another thing that will take your health away. The more raw foods you can add into your diet and especially organic colorful fresh fruits and vegetables and sprouts, the healthier you'll be. It's amazing how it doesn't just heal your body but changes your attitude. I'll go so far as to say this, what you eat is what you eventually crave and if you eat junk foods that's what you'll crave. If you eat healthy foods then you'll soon desire more of the same.

I want people to be patient and remember you won't get to the top of the mountain of sole achievement until you have discipline in your life. Do what you say you're going to do and keep your word. Don't let your excuses get in the way. I see discipline as an ability to carry out a resolution long after the mood has left you. On my website if you put in the search bar 21-day agreement, I have a page you can print out and for 35 years I've taught this after my grandmother taught it to me. Ben Franklin said *whatever you do for 21 days will make or break a habit*. I think everyone should make 21-day agreements to help them make positive changes in their lives.

You either agree to do something for 21 days or you agree to give something up like having ice cream every night for dessert. If you break a day and don't honor your commitment, whether it's day 3 or day 18 you have to start over. I'm not saying you need to do it for a year or six months, everyone can commit to three weeks and the key is to pick something that is so easy to achieve that you won't mess up. After 21 days, every time you keep your word you boost your self-esteem. When you don't honor your word and follow through on what you say you're going to do, even if nobody knows, your soul knows and the universe knows. You'll zap your self-esteem, which puts you in a darkness or depression. So make your first agreement easy.

Maybe every day you're used to having four glasses of water, say you'll have six. You can do that and after 21 days you'll feel good that you can make it a little harder for the next 21 day agreement. You can combine exercise daily and water but don't say 20 things you'll do and set yourself up for failure. I have done this every month for 35 years and I began on the first day of the month. You don't have to, but I do that because then I know what day I'm on when I look at a calendar. That means every month I make a beneficial change or two and that means at least every year I make at minimum, 12 beneficial changes, by simply changing habits. It is so effective.

Robyn: That's great. I want to ask you about your book *Walking On Air*, that's a great title.

Susan: It's such a wonderful book. I don't know if you've ever wanted to give not only your body, but your home, your mind and your spiritual self a makeover, and I know it sounds daunting, but this is a 30-day inside and out rejuvenation makeover. I breakdown life changes into a manageable 30-day plan and I show the reader how to make simple yet effective choices regarding foods, home, relationships and lifestyle and state of mind. Each shift you make is a daily turn towards better health, more conscious living and a greater awareness of that spiritual calm that's within you.

I don't sell it on my website, but you can go to Amazon or a bookstore. I'll give you an 800 number because when you order it here it's in Philadelphia, they will also give you one of my free natural remedy booklets as a gift when you purchase *Walking On Air*. The companion book to this is called *The Joy Factor; 10 Sacred Practices for Radiant Health*. Wayne Dyer wrote the foreword for that. This is an easy way to get either of these books, or even my Hay House full color recipe book. For 30 years I've been a culinary instructor and it has over 150 color photos. Louise Hay said it was the most beautiful recipe book ever.

Here is the toll free number to get any of my books and with each book you'll get a different natural remedy booklet for free. That is 800-523-9971. You can get nearly all my books there, and there's even a nutrition book for children called *Vegetable Soup the Fruit Bowl*, which is two books in one. One side is vegetable soup and the other side is the fruit bowl. They meet in the middle and kids ages 1-9 love this book.

Kevin: That's awesome! I'm definitely ordering them.

Robyn: What a great gift. That's amazing.

Susan: You can read details about it. In the navigation bar on the website it says new books, more books, articles and blogs, favorite products, you can click there and read about anything.

Kevin: Thank you.

Robyn: In the final remaining minutes do you want to summarize everything you've said or encapsulate to all our Self-Care Revolutionaries what your most important message is.

Susan: I would say to everyone, remember this that life is sacred and everyday can

be a fresh start and a new beginning for you. Remember that the body reflects the mind and the mind reflects the spirit. So the body is a great place to start. Nobody shoves the food and liquid down your throat you decide what you eat. You decide if you exercise or not, get enough sleep or spend time in nature or laugh a little more or drink enough water or breathe deeply.

The next time someone says what do you do? You say I'm the President and CEO of my body and life. You need to start living every day in a way that that is true. Don't wait for New Years. Don't wait for your birthday or anniversary. People say I like what you say but I'm under stress now I can't make changes, my birthday is coming up it's the churches bake sale and I'm going on a vacation. Don't let your excuses get in the way. Make your word count because you can have vibrant health and live the life of your highest dreams. It's up to you. You have to believe in yourself and start by taking care of this beautiful sacred body temple that you were given by God.

Kevin: I'm going to encourage everyone again to check out your website. What a wealth of information, expanding on what we've talked about today. If you have any questions email us at info@jointheselfcarerevolution.com and if you haven't reached us go to the website at JoinTheSelfCareRevolution.com.

Robyn: Again, if you want to order any of Susan's books call 800-523-9971. Two of the special products you've mentioned and focused on are two of the best you can ingest on a daily basis and that is Spirulina and Astaxanthin. You can call 800-453-1187 to order these.

Susan, thank you so much. I think we need like 10 more hours with you.

Susan: I think you can tell I could talk all day. I love being with you too, any time.

Robyn: This was so much fun and we learned a lot. The replays will be up extra long because this information you just received is so valuable. Please be sure to pass along the Self-Care Revolution™ message. Something Susan said is that self-care is a way of life not an event. So again, thank you Susan for your time and expertise and passion. Thank you for changing the way people think about their health in a big way with all your great brilliance out in the world.

Susan: Thank you. I enjoyed every second. You two do a beautiful job.

Kevin: Thank you. We're grateful to be interviewing you and sharing this with our listeners.

Robyn: Thank you. Come visit us in Santa Fe.

[End of Interview]

JOE RUBINO

CenterForPersonalReinvention.com | CEO of the Center for Personal Reinvention, Self-Esteem Specialist, and Author of *The Self-Esteem Book*
**THE MOST IMPORTANT INGREDIENT FOR SUCCESS
AND HAPPINESS IN LIFE**

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Robyn: Hello everyone and welcome to month 10 of the Self-Care Revolution™. Our theme is Be Fabulous at Any Age. What fun this has been so far, starting with our very own George and Sedena Cappannelli, who had a very powerful message. They are the founders of AgeNation. This is a time where more than ever we have people over 50 that are alive and through the Self-Care Revolution™ we're helping them to thrive.

Kevin: Absolutely.

Robyn: I'm very excited about our interview today with Dr. Joe Rubino. Thank you for being here with us.

Joe: Always a pleasure, Robyn, thank you for having me here today.

Robyn: My name is Robyn Benson and I'm a Doctor of Oriental Medicine and the Founder of Santa Fe Health and Healing Center and what I love to do more than anything is to help people know how wonderfully important it is to be our best self-care advocate each and every day, and how that transforms your life and keeps you in that great state, just by making those important choices.

As we learned from one of our speakers, what's the 'oic' in choice?

Kevin: O – I – C ...

Robyn: Choices, a big message that's been throughout this whole Self-Care Revolution™ each month. I'm joined here today with...

Kevin: Kevin Snow, a Shamanic practitioner and Intuitive counselor here at Santa Fe Soul Health and Healing center and the co-host of the Self-Care Revolution™. We've

been on this ride for 10 months and I'm definitely positive in myself that it has changed my life. I know from our listeners' feedback that we're getting, it is changing many lives.

Robyn: We're really gearing up for 2014. We're bringing Self-Care Revolution™ travel to all of you. We have many different classes we'll be offering as well, but without further ado, we are so excited about having Dr. Joe Rubino with us today. Many of you know him and know of him and his amazing work that's taking place worldwide. I have to say this whole issue of self-esteem, he is definitely one of the world's experts on self-esteem. This is something that's been very near and dear to me since I was in high school and working in state student government.

We care so much about curriculum, mathematics and classes and lots of people are suffering with lack of self-esteem, so thankfully Dr. Rubino has been doing his work in the world. Dr. Joe Rubino, CEO of CenterForPersonalReinvention.com, is acknowledged as one of the world's foremost experts on the topic of elevating self-esteem. He is a life-changing personal development and success coach on how to restore self-esteem, achieve business success, maximize joy and fulfillment in life and productivity. He is known for his groundbreaking work in personal and leadership development, building effective teams, enhancing listening and communication skills, life and business coaching and optimal life planning.

His 12 bestselling books and audio programs are available in 24 languages and in 58 countries, and include:

- *The Self-Esteem Book*, which is the ultimate guide to boost the most underrated ingredient for success and happiness in life!
- *The Success Code* books 1-2
- *Thirty-One Ways to Champion Children to Develop High Self-Esteem*

His highly legends of light trilogy consisting of:

- *The Magic Lantern*
- *The Legend of the Light Bearers*
- *The Seven Blessings*

All are currently under development as feature films. You can learn more about his

life-changing work and championing people to restore self-esteem and achieve greater success and happiness in life at his website TotalSelfEsteem.com. Thanks for being here with us today.

Joe: Always a pleasure Robyn, thanks again for having me.

Robyn: We look forward to answering many of the questions that have been sent in for this talk.

Kevin: I thought maybe we would start out with what's your simplest definition of self-esteem?

Joe: Kevin and Robyn, that's a great question because my definition differs from the standard way that people, think of self-esteem. It's actually much more complex. By my definition it has five components.

1. High self-esteem people first possess personal power.

That's our ability to influence others. When we speak people listen.

2. It involves the element of significance.

We feel we are accepted and we have the attention and the affection of others when we feel significant.

3. It's about being virtuous and having self-compassion.

That's how we feel about ourselves morally. Do we feel like we're a good person? Are we proud of the person we are? Or, are we ashamed of that person? When we make mistakes do we forgive ourselves? Do we learn from the mistakes and do we move forward with self-compassion, knowing that it's all good and a learning process and that the greatest gifts we have access to come through our mistakes?

4. Competence.

This is our ability to produce a result with velocity and to be in control of our lives. It's about having an idea and being able to manifest that idea into a reality, believing in yourself and knowing that you can self-direct your life.

5. An appreciation for what it's like in the other person's world.

This is something most people don't get. So, high self-esteem individuals are people who think win-win. They're people who have a respect for others and live by the golden rule, as opposed to high ego individuals, which only think about themselves, oftentimes at the effect and expense of others. So, when we hear for example that we're creating egomaniacs by supporting our children to develop high self-esteem, these people just don't get the concept because it couldn't be more foreign to the truth.

When you have high ego you don't care about others. When you have high self-esteem your actions are in relation to others in a win-win scenario where you respect them, honor them and where you know that whatever good you give out into the world comes back to you 10 fold. Those are the five key components of high self-esteem individuals and people that lack one or more of those, there is lots that we can do to help elevate those levels and live your best life.

Robyn: Our title today is The Most Important Ingredient for Success and Happiness in Life. Can you tell us a little about your personal story Joe, and how you got into this line of work?

Joe: I'd be happy to. For the first 36 years of my life I was an extreme introvert. I was very socially challenged and in fact, I was so shy that I would take my continuing education classes as a dentist through the mail, because I was petrified to meet and speak to people. I didn't think I had anything to offer or contribute. It wasn't until I discovered the whole field of personal development that I got in touch with what it was costing me to hold myself that way and to play small.

I had been burnt out on dentistry and although I was successful by societies standards I had a very thriving practice with 250 new patients a month, 15 employees, 7 full-time dentists in my practices, but I was dying inside. I was looking forward to the weekends and those long vacations because I wasn't living my life's purpose. I didn't know at the time that I could have a life purpose. I didn't realize that I was dishonoring my most important values, which were foreign to me at that time.

Since I discovered that inspiration was important to me and I wasn't inspiring anyone at the time, and contribution was also important and I wasn't contributing to myself or to others nearly as much as I could. Love was important to me and I was just getting through the days. Of course, creativity was important and I felt like I was the least creative person in the world. I didn't know I could write. I could swear to you that I couldn't speak and I was very resigned and apathetic about life, thinking that this is all that it is, these were the cards I was dealt and these were all the lies.

So, when I realized I could lead my life out of a declaration of who I've decided to be and the qualities I want to evoke into the world and I could not only declare a life purpose but I could discover and share my gifts with others and create a vision for what my dream life would look like and I could spend my days enjoying the process of manifesting that dream life, everything shifted. So the programs that I now teach are very much a part of how I reinvented my own life, so the Center for Personal Reinvention, my company, is now dedicated to sharing those tools with others.

If you can paint by numbers or connect the dots, it's about mapping on these exercises I give people onto their lives and when you see things differently your life changes, just as mine has. That's it in a nutshell.

Robyn: Wow, from dentist to a life coach and bringing that important element into business and especially into our children. I love the work that you're doing with children and parenting coaches, it's fabulous. How did you start moving into the parenting world?

Joe: I first created a program based on all my own personal reinvention and all the knowledge that I learned through my coaches to support adults to create high self-esteem. What I noticed was that what we were doing oftentimes, which was happening most of the time, we all have self-esteem issues. We all either sell ourselves short or don't expect great things in some area of our lives to happen, which means reinterpreting the past. It means reinventing ourselves and so I thought, why don't we teach adults the tools to actually go on and support and champion children to actually grow up in thinking ways with a mindset that supports them.

So we don't have to support them to undo all the mistaken assumptions they've created about themselves and others in the world, because we're supporting them to put in a place the tools and foundational principles that allow them to see things in a way that supports them, to empower them, to believe in themselves and to believe in their relationships with others, to expect abundance and fulfilling work, rich relationships and happiness in all aspects of life and to realize that we all have the ability to self-direct our lives. When we can empower either children or adults to realize that we all can take responsibility for moving our lives forward, than life becomes an exciting adventure as opposed to something you just have to get through, which is how I lived the first three decades of my life.

Kevin: You're talking about low self-esteem. What are the origins of low self-esteem?

Joe: It happens early on in life, usually by the age of six and one of two scenarios usually transpires. Either someone says or does something that damages our self-esteem. In other words, it could be an insult. We're called a name like, stupid, ugly or fat. It could be a bullying episode. It could be an abusive situation. In short, someone says you're defective, you're flawed and you're unlovable in some way and this is how. That's one possible way it begins.

Another is that someone says something very innocently, not meaning to deride our self-esteem and we take it the wrong way. Maybe a parent says what's the matter with you, in a moment of frustration? We think well, I guess there is something the matter with me let me look. And whether we buy into somebody's negativity or we make it up, the result moving forward is the same. We then scan for and find situation after situation and evidence after evidence to reinforce whatever it was that's our greatest fear. Whatever it was we feel has us be deficient, not perfect, flawed or unlovable and we manifest that through a self-fulfilling prophecy by attracting situations and people that actually support us to be right about something.

Be right about the fact that we made up that we're ugly, we're stupid and we're unlovable, that we aren't good with people, we don't belong or that we're somehow imperfect and flawed. Therefore, we live our lives out of these mistaken assumptions and it makes us angry or we become depressed or afraid that we won't be able to direct our lives. These emotional reactive states are the glue that actually keep the misinterpretation mechanism in place, the negative self-talk. We start to listen to it and start acting upon it and before we know it we have it that that's just the way I am and there isn't much I can do about it.

We think we're a certain way, that people are a certain way and that the world is a certain way. Usually those ways don't support our personal power, our happiness or the ability to move our lives forward on purpose. So, I'm here to tell you today that anything you made up that doesn't empower you; you can very easily replace with a new interpretation and create new evidence that supports you, just as I have.

Robyn: That's great. Can you give us some of these strategies you're talking about and how we exit or leave this vicious cycle of mediocrity and self-sabotage?

Joe: I give about 50 or so in my program, but let me give you one or two here.

1. Get good at recognizing our negative self-talker.

Many people mistakenly confuse their negative self-talker with their intuition and

the two are very different. One's intuition comes from our higher self. It's based in love and it's always 100% accurate. When we get to listen to our intuition we're guided in a way that empowers and supports us, as well as enhances our relationships and move us forward in love. When we listen to our negative self-talker, then we are acting out of anger, fear or sadness. Our negative self-talker has two jobs.

Keep us safe, to keep us from getting hurt because his/her job is to prevent us from taking unnecessary risks because we keep telling ourselves, remember that party you went to where you didn't know what to say, people laughed at you and you made a fool of yourself? You ran out the door and you were terribly embarrassed, well that's going to happen again when you go out into the world, so stay home, watch TV and don't risk, or whatever our own version of that is, playing safe, small and hiding under a rock.

Or, the negative self-talker holds us as being flawed, as being somehow defective or deficient and his/her job is to have us prove to ourselves and to others that we are worthy. So we're constantly on that treadmill trying to prove that we're good enough. It's like climbing a ladder that extends off into the clouds where we think when we get to the top of that ladder we will have made it. When we get the promotion or earn this much money or when we get married or get our degree, whatever it is that has us trying to prove that we're good enough, we somehow always find enough evidence to invalidate ourselves.

Whatever the goal was, when we get there we're left with a feeling of, is this all there is? Therefore, we find ways to invalidate ourselves, to beat ourselves up and find the flaws in ourselves and others because we'll find the same flaws in others that we find in ourselves. So, long story short, the negative self-talker, the way to turn this around is to envision the self-talker as a gremlin on our shoulder as opposed to the sound counsel of our intuition. When we see it as coming from outside of ourselves our job is to recognize when our negative self-talker is feeding us bologna. When it's saying things that wouldn't support our life and we can always tell because it's based in anger and sadness or fear. It's based in scarcity. It's based in protection or trying to show others that we are good enough. That's how we can tell.

When we recognize it, our job is to say thanks for sharing now shut up and take a hike and to replace whatever the negative self-talker is telling us, with an affirmation that counteracts it 180 degrees. I'll give you an example.

If our negative self-talker is telling us, don't go to that party because remember when you went to the party the last time and made a fool of yourself. You stood behind the

plant and had nobody to talk to and you had a horrible time and left feeling badly about yourself. That's what the negative self-talker is telling us, so if we were to take action 180 degrees that empowers us, what would we do? We would realize that we have lots to contribute, that we can be a great friend and that our job is to go the party and find someone who's not having a good time, who's shyer than we are and to brighten their day, to make their day better than we found them, as well as to empower someone else.

So, when we take the focus off our own petty concerns and look to empower others, that handles our own concerns and moves us forward. When we get accustomed to recognizing the opportunity to take action in a way that moves us forward and empowers our life based upon the qualities that we've decided to be... a good friend, contributor or inspiration... whatever those qualities are of somebody that belongs, whatever that is. We now have the ability to break up those negative thoughts, those negative self-fulfilling prophecies and negative self-talk which keeps us stuck and suffering, and to move ourselves forward in a way that not only empowers us but empowers our relationships and makes life work for everyone.

Kevin: I think that answered one of my questions, as to why we still hold onto this as adults and why we still have some of these childhood wounds that we either don't recognize yet they're still affecting our lives. Is that correct?

Joe: Yes. The reason we hold onto them is because there's a contrary benefit for us to make these things up. Let me give you some background around that. When we hold ourselves as incompetent we get to play small. We get to not risk. We get to protect ourselves. We get to be a victim and feel sorry for ourselves. We get to hide out and not be our best. And, we also get to react emotionally. Here's the glue that keeps it all together. In the time of our earliest upset when we were a child and someone said or did something, we reacted to what they said in a way that made us react emotionally with anger, sadness or fear. Those are the three predominant emotional reactive states that we are all addicted to like a heroine addict is addicted to heroine.

So, we don't like being angry. We don't like being afraid. We don't like being sad, but we're addicted to one of those predominantly. We have all three but we typically have one of those with our name stamped on it. Here's what happens, Kevin. When someone says or does something, we react emotionally with anger, sadness or fear because we make something up about what they said. We interpret their words in a way that has us be with whatever we can't be with about ourselves, the way we hold ourselves as deficient, defective or flawed, unlovable, not belonging, whatever that is.

Here's what happens. We react emotionally. If we react in anger than we get to be momentarily forceful. We get to dominate other people and we get to avoid being controlled by them. So, you ask why we keep this in place. One is that if we're acting out of anger emotionally than we get to justify our behavior and dominate others. We get to temporarily feel powerful and get our will exerted. If we our addicted to sadness and 280 million people are, this is so real that it changes brain chemistry. Clinical depression is nothing more than an addiction to sadness where, not only do we find reasons to make us sad but we'll actually attract people into our lives who give us our addiction, who make us angry, sad or afraid.

When we're sad you can't blame me, I was depressed, it wasn't my fault. We get to feel sorry for ourselves. We get to evoke the pity and sympathy of other people. We get to avoid taking action because I was depressed, it wasn't my fault. Again, if our predominant emotional reactive state is fear, these are people who worry all the time. Studies show that 22% of women and 16% of men are addicted to fear. So, if you're addicted to fear, again it's not your fault you were afraid and you were paralyzed by your fear. Of course you couldn't take responsibility or act, because you were worried. It allows us to justify our behavior. It allows us to stay stuck.

It allows us to blame others and that's why when you say why do we keep these things in place, it's because it allows us to justify our current behavior and it prevents us from doing what it takes to honor our commitments to moving our lives forward. We get to play small. We get to do what's convenient instead. Therefore, both the emotional reactive states and the negative self-talker, we get to be comfortable listening to that self-talk. We get to be comfortable with our reactive states and we just think that that's the way I am. I'm fiery. I'm a sad person. I'm a worrywart. We don't realize what it's costing us not to manage these emotional reactive states aggressively.

They are the red flags that tell us that you're not seeing the world in a way that supports you. Whenever you have anger, sadness or fear, and if it's okay I'd like to give everyone an exercise that will support them to really move their lives forward in this area.

Robyn: That's okay. And you said that 280 million people are addicted to sadness.

Joe: Yes. These are people who are depressed or sad or in a chronic state.

Robyn: That's amazing. And 22% women and 16% men are letting their life be ruled by fear, that's amazing. We definitely want to know how we can deal with this.

Joe: The secret is to keep an upset journal. When you keep a journal, which is nothing more than a spiral bound notebook for example, and every time you're in an upset you write down what is the upset? Is it a form of anger? Describe it; is it an indignant anger like my chronic emotional reactive state has been since I was five years old? Is it frustrated anger? Is it raging anger? Or, is it sadness, depressed sadness, forlorn sadness or abject depression where there's no hope? Or, is it fear? Is it abject fear or a constant state of chronic worry?

So, to the extent that you can identify what your predominant emotional reactive state is in times of upset, you're not going to identify what's going on in that moment. Here are the questions to ask yourself to record in your journal.

- What happened?
- What are the facts?
- What did someone say or do that had you react emotionally?
- What did you make up about what they said or did that had you become angry, sad or afraid?

When you can separate out the facts from the interpretations, you now have the ability to create a new interpretation that empowers your life, an interpretation that has no anger or sadness or fear associated with it. Instead, you're going to create an empowered interpretation that keeps you in relationship and moves you forward. Let me give you an example of how this works, just to tell you my own story here a little bit so people will gain insight on how it works for them.

When I was five I was playing down at the schoolyard and some teenagers came down and decided to toss me around like a football. I hit my head on the concrete and went home crying with a big egg on my head. So I made up that I was small and insignificant and that people were mean and cruel, and that the world was a dangerous place, which made me indignantly angry. So I lived the first 36 years of my life as a walking, how dare you. You can't do that that's not fair. It came from that being my emotional reactive state. So I would attract people and situations in my life, relationships and events that made me indignantly angry.

This was all invisible to me I just thought that everybody was messed up and that I was justified in my anger. It wasn't until I realized that this is how I was wired, that I could in the moment, create new interpretations. As long as I'm present to my ability

to create a new interpretation in the moment, I can refrain in that moment what was said and done in a way that empowers me, as opposed to, when I forget about it then I'm back in the soup and back to indignantly angry again. I'll give you an example of that. About a week ago I was on the phone, my dad is elderly and is in an assisted living facility and he can't handle his own financial affairs any longer. So, I was on the phone with the bank to have them do something with his account.

They wouldn't speak to me they needed him on the phone. I said wait, I tried to call the assisted living facility and get him on the phone. I get him on the phone and they had me on hold. They made me wait 45 minutes and finally I gave up and had to call back again. I got somebody else and we had to start the entire process again. I did a three-way call and they put me on hold again and now my dad is falling asleep on the other line and I'm getting indignantly angry, how dare you treat me this way. This is no way to treat an elderly person. I'm losing my cool and it was all because they had messed up on his account, which gave me more evidence about why I was righteous in my anger.

Long story short, I recognized I was getting red in the face and getting irritated and I recognize there it is indignant anger. What is a new interpretation that you can create that will support you to move the situation forward and allow you to maintain your relationship as opposed to going into your mood. I realize they were just trying to do their job and they were short-handed. They were doing the best they could do. I decided to go into the bank and I did. I made a friend and within 30 seconds I got the entire thing solved and handled.

So my point is that when you're empowered and you realize you have the personal power to be effective with people, to have charisma and to be able to solve any problem and move things forward than you can and when you're frustrated and you act out of your emotions then you're incompetent and your self-esteem is diminished. You tell people off instead of working with them, which is what I did for the first three decades of my own life.

That's the exercise, when you're good at recognizing your mood and creating a new interpretation that's mood free and has no anger, sadness or fear associated with it, you can now be personally effective, more charismatic and you can influence people and results. You can know that people act out of the best that they know how to do, even though sometimes that's not good enough and we're not condoning bad behavior but we don't have to be at the effect of it.

Robyn: This is great information when I think about or theme this month, Be

Fabulous at Any Age. If you can navigate those moods and your reactivity or being proactive with your responses to how much that helps you age well.

Joe: It really is a huge benefit to your health, happiness and relationships. It allows you to be freed up to live on purpose and declare a life purpose and to live that life purpose as opposed to being in your reactive mode where you're always putting out fires.

Robyn: You speak about this a lot, how to live your life on purpose, and you're sharing some of your great strategies. What else can our listeners do to fully discover and sustain this energy towards living their life purpose?

Joe: Well we all have a life purpose and most of us aren't living it because we haven't discovered it or declared it. A lot of people wait for the clouds to part, the lightning to strike and the voice from the sky to come say, Robyn this is your life purpose, but it doesn't work that way. We get to declare our life purpose. We get to make it up. We get to create a purpose that empowers us and it doesn't have to be an intricate or complex thing. We could be an expression of love. We could be a champion of the poor, a champion of children or of pets. We could be someone who makes other people's day a little better. We could be someone who solves problems, a teacher or somebody that empowers people. We could be somebody that creates structures that support people. We could be somebody that helps people balance their life.

It doesn't have to be a complex thing, but it has to be something that empowers you, something that you've been known to be good about, a good flaw since you were a child, when people knew you as the person that is the class clown. She makes everyone laugh, something that gives you great satisfaction and joy. Something that if you were to live the next 400 years, you could do everyday and never get tired of it because it's who you are. You just enjoy it that much.

So, when we declare that our life purpose is going to be something like that, maybe it's about sharing love with others. Then what we'll do on a daily basis is look for opportunities to live our life purpose and share love, to make someone's day a little better than we found them. To compliment someone or acknowledge them for something, to smile at them or give them a kind gesture or gift, something that will allow us to step into that life purpose.

When we're living our life purpose then life works. Magically, relationships are enhanced, people are attracted to us. We're empowered. We become abundant because we love what we're doing and abundance and money is nothing more than

energy based on a law of attraction that says what you're grateful for and what you make large comes back to you. So if you want to be abundant than that's one of the ways to do it is to just enjoy what you're doing. That's what that is all about.

Kevin: Can you elaborate a little on this big concept of emotional awareness?

Joe: Sure. The emotional awareness is being aware in the moment before you react. I like to give the example that you're walking down a forest path and you come to a fork in the road. Let's say the left-handed path is the one you're always going down. It's the well worn path where, let's say you act out of anger all the time like I did for many years of my life, where someone says something and you say how dare you. I'll show you or I'll get even, whatever your version of that is and you become angry and move forward.

Emotional awareness is realizing that you, in that moment of decision at the fork, at the place where you could take the left path where you've always gone that doesn't support you, that damages relationships, leads to heal costs and relationships costs or, you can take the right path, which is the path of heart. That's the path where you're living from a declaration regarding the quality you want to be known for. So love instead of anger for example. So what you're going to do is become emotionally aware of your ability to shift your mood, to create a new interpretation that empowers you, so you can take the other path.

The other path that empowers the relationship and that has empathy for what it's like in the other person's world, to have them say or do what they did, knowing that it's about them not about me. Ninety-nine percent of the time an upset is about the person who's upset not the person who's causing the upset. When you realize that someone's bad behavior is about them, and we aren't condoning bad behavior, but what we're saying is that just because someone else is angry doesn't mean you have to be angry. Just because someone else acts out of vengeance doesn't mean you have to get them back because they want to get you back.

It doesn't mean you have to be at the effect of other people's stuff, and when you can become emotionally aware, that's the signal to you that tells you, here's time for me to pay attention. I need to get something about this.

- What am I not seeing?
- Who am I being that this is showing up around me?

- Who am I being that this person is acting in this manner with regard to me?
- Is it about me?
- Have I done something to provoke this?
- Is it about them?

If so, then release it and let it stay about them. Give them a nice word, smile or do something to shift them out of their stuff and if it's about you then you learn from it, grow and apologize if necessary or do whatever it takes to learn from the experience, so you'll be better next time. That's what being emotionally aware is all about.

Robyn: This might be a great time in our call to talk about the generous gift you're giving to our listeners. You're making available to everyone, a free audio recording called 'Seven Steps to Storing Self-Esteem Elevating Mini-Course Lessons, plus a complementary membership to your Success Achievers Club'. Do you want to talk a little about that?

Joe: Sure. The first thing they'll get is a 45-minute audio that talks about seven concrete ways to elevate self-esteem. That audio also comes with a mini-course which about every other day or so in your inbox you'll receive a lesson. The lesson allows you to gain insight into some area of your life that will impact your self-esteem and it gives you questions that you will map onto your life in order to elevate your self-esteem. This mini-course contains different material than my self-esteem system course. These together allow people to get a good jumpstart on how to impact their lives in a way that increases their self-esteem and have them embrace the whole concept of personal development in a way that empowers them.

Beyond that we will send you, every few days, a tip, a principle, a gift, something that will contribute to you living your best life, to you being healthier, wealthier, happier and being more effective with others or more successful in business, something that will empower your life. That's a free gift just for checking out our website.

Robyn: That's great. In addition, if people want to continue on, could you talk about the sign-up bonus that you're offering, the 10 concrete things you can do today to transform your life by harnessing the awesome power of the law of attraction?

Joe: That is a one-hour TV show that I shot for public television here in Massachusetts. I sold that for \$47 for quite some time on my website and then we

decided to offer it for free as a thank you bonus to those people who select the program. The law of attraction has become so complicated but the way I see it it's quite simple. I've identified 10 concrete things you can do specifically that you can shift your life, shift your ability to attract the things that you want. When you do these things life works and your energy shifts, your ability to attract the blessings you want and the gifts that other people have to contribute to you is all enhanced.

It's one hour and you'll have these 10 lessons that if you map these on that any one of these will impact your life, but if you do all 10 I will tell you, you won't recognize your life. You will be attracting abundance, happiness, rich relationships and all the things we all want in life because you'll now know the secrets that aren't that mysterious. There are just things we can all do to enhance what we want in life and when we're living deliberately those things happen and when we're living in a way where we're victims or at the effect of what others say and do then we don't know why life is so lousy. This kind of demystifies things and gives us 10 ways for us to manifest our best lives.

Robyn: Thank you.

Kevin: That sounds awesome. When we're coming from this place of these three key emotions that you're talking about, it seems to me that we believe there isn't a way to live an upset free life. Like we are trapped in this and there are things that happen to us. Is it possible to live the life that is free of these upsets?

Joe: Yes. First, when I talk about an upset free life I'm not talking about when it's appropriate to have emotion. For example, if someone passes away the appropriate behavior is to mourn. When you have an experience that requires an emotion, for example, say you're sitting at your desk and you look out the window and a stranger is trying to abduct your child. Well, perhaps anger is the appropriate emotion then. It will support you to get up and go save your child. If, for example, someone is coming after you with a knife than perhaps fear is an appropriate emotion.

We aren't talking about getting rid of emotions that serve you, what we're talking about is... most people live in this chronic upset state where we're in this low grade, anger, sadness or fear most of our lives, where we're just waiting to explode into anger, where we're looking for the next provocation to become depressed, where we're worried all the time about everything no matter what it is. We tend to worry about it because it gives us our mood, our fix. It's those upsets that diminish the quality of our life that I'm talking about and we can live an upset free life by doing the exercise I shared earlier, recognizing the upset, reinterpreting life in the moment and

creating an empowered interpretation that moves us forward.

Robyn: For people to know, you can do this very quickly. I love the journal exercise and how quickly we can snap out of how we perceive something to be negative and shift. When we think about this, being fabulous at any age, the chemistry that goes along with that, our body chemistry when we're feeling negative as opposed to turning it into a positive or switching our thinking. I think it's great that you share all these strategies to help us understand that we are in control.

Joe: Absolutely and when we get good at it... the reason for the journaling for example is to bring it to our attention. The more we're aware of it, than we develop the muscle and it becomes something that we can do in the moment, instantaneously. So until you become aware you might forget. You might react and then oops there it is. But, the more you put yourself in development the easier it becomes to recognize, the easier it becomes to respond in a way that supports you, as opposed to finding out too late and then having to clean up your mess.

Robyn: Can you tell us about your trademark self-esteem system? Where do you start with this process and how does it support living one's life purpose?

Joe: Sure. The self-esteem system has three components to it. The first is healing and completing your past, which is the best place to start. The other two areas are assessing what's so when you're present and designing your future and choice. Let me talk for a few minutes about the first component, which is healing and completing your path. As I mentioned earlier in our conversation, we all made something up early on about ourselves, about others and about the world early on in life. It doesn't matter if we can remember that or not because that initial upset we've lived dozens and even thousands of times ever since.

So all we have to do is look at the last upset we were in with our spouse, co-worker, friend or neighbor and do the exercises that I give for example, and we can identify what we ought not to be, where our self-esteem is deficient and where we aren't personally effective or powerful or charismatic. So, by healing and completing your past, we give people exercises where you can identify what runs you, identify where you aren't personally effective. You can identify what values are being dishonored in your life and you can put into place a plan to actually live and honor those values on purpose where you're living deliberately and in a way where your mindset, your energy, spiritual and physical is supporting things that you want to attract and manifest in your life.

Therefore, when we have empathy for what it's like in the other person's world we're no longer at the effect of what people say and do. When we forgive ourselves and forgive others, we now can start all over with a clean slate because we don't have to take with us the hurts and upsets and pains of past experiences and relive them over and over. When we act with gratitude, that is the antithesis, the antidote to self-pity. So we can't feel sorry for ourselves. We can't be angry and grateful at the same time. When we live with gratitude we make every day Thanksgiving. We live as though we are expecting great things to happen, because we're grateful for them and what we make large through the law of attraction expands.

So we expect more great things to happen and they do, because we're grateful and we appreciate and acknowledge ourselves in others for the great things that they are to both ourselves and other people. This area of healing and completing our past is the core to building a solid foundation, upon which we're going to design our future. Before we can design our future we need to take a proper inventory of what's so right now in our lives.

- What again are the values that are being dishonored?
- What are those that need to be honored more fully?
- What are our life rules?
- Are we living our life rules?
- Do we have a life purpose?
- Are we living that life purpose?
- Who are we being that life is showing up around us the way that it is?
- Is our level of abundance one that is supporting us?
- In other words, if we aren't attracting wealth then how are we being responsible for that and what is our mindset, such that we're keeping wealth away?
- If our relationships aren't rich, loving and rewarding who are we being that we're turning people away from us?
- How is our energy?

- If we aren't in personal development than perhaps this is an opportunity for us to embrace problems, for us to welcome them and know that the gifts that we will discover lie in the problems and that it's all good and we can learn from every experience.
- If we don't have a powerful spiritual relationship here's our ability to put one into place.
- If we aren't having fun in recreating and pursuing our passions, then we can put into place having fun, being in choice in everything we do.
- If our relationships are strained and we're always getting into arguments or at odds with people, we can use some of the exercises to be different, to embrace challenges and to welcome adversity and to allow the space for people to be who they are as opposed to reacting to who they are moment by moment.

These are just a few of the realms of taking a proper inventory of where your life is right now. In the six areas of life...

1. Health and appearance
2. Wealth and finances
3. Job and business
4. Spiritual and personal development
5. Relationships
6. Having fun and recreating and pursuing your passions

If you had to rate those on a scale from 1 to 10, where are you in each area? What's missing, that if put into place would support you in moving these areas forward? Once we do a proper inventory and we know what's important to us, we now can move our lives forward on purpose. We can create a vision that inspires us, one that aligns with our life purpose and we can set goals that allow us to achieve our vision on purpose. We can then have an action plan, daily, weekly, monthly that allows us to achieve our goals.

More importantly, we can be in development and enjoy the process of life, knowing

that life is here to train us. So we can expect great things to happen and then we can be on the lookout for those things to happen on a daily basis and ask ourselves the types of questions that allow us to be in development, that allow us to access the gifts that are there all around us, the help that's there for us, guiding us if we learn to tap into our intuition, listen to others and learn how to listen to what's important to ourselves.

Those three components then of completing and healing your past, assessing your present, designing your future and choice, when you do all three life works magnificently. You're empowered. You're excited and happy. Your relationships are enhanced. You're fulfilled in your work and you're abundant and attracting wealth to you because wealth is nothing more than energy, of contribution to others. That's the three steps in a nutshell.

Robyn: Wow! I love this system. If everyone worked with these three areas, how could you not be feeling fabulous at any time of your life? How do people specifically find out about working with you with this program? I know you teach all over the world, but is this particular system in all your books? When I think about my 21 years of working with my own patients and being a mom with a 12 and 13 year old, I think about their wants and some of the things they need to heal from their past. My kids are pretty healthy but as a mindful and conscious mother, I'd like to think about how I can help cultivate their self-esteem. Of course it's about them, but how can we as parents be mindful of what they're going through?

Where do we find this system to work with?

Joe: I believe you're going to post a link with respect to showing people how to get the system. The system is a program I created, where it supports people to do those three steps of healing and completing your past, assessing your present and designing your future and choice. It comes with about 50 different exercises and foundational concepts, that when you map them onto your life your life changes. To answer your second question, we've also created a system where I teach self-esteem elevation programs to adults who want to work with children.

We have an entire program that supports kids to develop high self-esteem and you can share with the listeners a link to cover that program as well. We actually certify people to go out into the world to teach kids the life enhancing, self-esteem elevating principles that I've taught for 22 years now. Some parents and grandparents and others take this program to work with their own kids, their own nieces, nephews and families. Teachers do it to work with their classroom kids. Others become certified

with the program and our company, The Center for Personal Reinvention, will actually certify people. You can take an exam if you like, which is optional so you can be certified in order to go out and teach these principles and earn a living as a self-esteem elevation coach for children or adults.

That came from my vision to impact 20 million kids and 20 million adults. I realized after a few years of doing this work that I couldn't do it alone and what we're doing is creating a legion of light bearers, as I call them. There have literally been thousands of people that have taken the work who are either certified or being certified, to go out into the schools, soccer fields, churches, synagogues, everywhere in life impacting kids, whether that's within your own families or kids in general.

Those are the two types of programs. Learning self-esteem elevation for yourself or becoming certified to teach it to others with respect to the kids program.

Robyn: This is great. The website is HighSelfEsteemKids.com and just for all the listeners to know, we will have all this available for you on the replay page. Know that all this information will be available to you. As you can tell our wonderful speaker Dr. Joe, you have a lot of amazing programs and we don't want any of it to be missed. Thank you for your generous gifts to all our listeners.

Joe: My pleasure.

Kevin: One of the things that I deal with in my own life and I noticed here in your material is dealing with being a perfectionist or what is this deal with having to be perfect.

Joe: When we have it that everyone else is perfect in some way and that we're flawed, until we get to know them and then we realize that nobody is perfect. What happens is we will look for people who allow us to invalidate ourselves. We look at movie stars and TV personalities and think they're so gorgeous and here I am overweight or too short, too tall, too thin or whatever, so we invalidate ourselves. We look at athletes and think I wish I could be that athletic. We look at brilliant people and we think, gee I can't do math. We look at people who are the life of the party and we can't tell a joke.

What we do is compare ourselves to the standard of perfection, which doesn't exist, and we find the flaw. We tend to find that not only in ourselves but we also tend to look for the flaw in others. We take people out, because we can't have them be perfect knowing that we're so flawed and this is all a trap door for us, of course. All there is to do is to give up your right to be perfect and know that all you can do is be excellent

and that the value of the process of life is discovering who you are moment by moment, learning new things and having insights and breakthroughs into things you didn't know you didn't know, things you were blind to before.

Every day presents countless opportunities for you to learn and grow spiritually, intellectually, emotionally, empathetically and in all different ways. And to the extent that you love the process that's what success is in life, it's not getting to a certain place, like getting a degree or accumulating a certain amount of money, having a position. It's being on the path to living your life purpose and enjoying the process, moment by moment. When we can commit to that, knowing that every day provides us with countless opportunities for discovery, to learn, to grow and to be better.

We can give up our right to be perfect and know that it's all good and all there for our edification, all there for our spiritual and soul growth and it's all there for us to learn so that we can now contribute to others, because that's what it's all about, contribution to others, because what we do to others comes back to us 10-fold. So, once we realize we can take the focus off our own petty concerns and contribute our gifts to the world, then our own lives become rich with countless gifts. That's a philosophical place that empowers us to be, giving up our right to be perfect and living our commitments, being clear and developing clarity around what you're committed to.

Are you committed to others and in what way? Are you committed to your family or spreading love? Are you committed to inspiring people? Are you committed to educating? What are you committed to? We're all committed to something, but for most of us that commitment is to our convenience, it's to playing small and not risking and getting hurt. So I invite you to give up your right to be invalidated and know that to the extent that you can have courage, you can move your life forward but it does require taking some risks.

Kevin: That fits so well into our theme as well, as far as, I'm coming up on 50 and it's never too late. It's never too late to listen to these truths, to have this empathy and create the forgiveness, to create this future that you're talking about. As long as you're here and you have breath you can definitely do these simple techniques that you're talking about and live a life on purpose. That's a very inspiring message.

Joe: Thank you. It's never too late.

Robyn: Being fabulous now, being fabulous at 50 and beyond. With all these

strategies and ways to not only cultivate it but sustain. In the Self-Care Revolution™ we talk a lot about sustaining self-care habits and how we, instead of people waking up with a major issue, because even how we feel about ourselves at any given time has much to do with our health.

Kevin: Absolutely.

Robyn: There's no separation whatsoever. I guess what I'm thinking now, when I think about my own life, there are people I know that have low self-esteem, those who are in the middle and others that have high self-esteem. As you started our talk Dr. Joe, you talked about those five ingredients, the recipe for self-esteem. If you can name one thing that comes to your mind with all your life in this world of self-esteem, is there one thing you would say? The number one thing that helps people sustain self-esteem is... how would you answer that question?

Joe: Believing in yourself and seeing your future as bright. So bright that you see every aspect that you want to manifest in your future as inevitable and let me explain why. The way we're wired emotionally and mentally is like a thermostat. When we see our future as bright and inevitable, for example, let's take wealth. If we expect to be wealthy and we see ourselves that way, we will be empowered, self-motivated to do whatever it takes action-wise to achieve that wealth.

If we see ourselves as having loving, warm, nurturing relationships, we will take the actions that are consistent with that expectation. So, the thermostat acts this way. If we expect great things to happen we're self-motivated to achieve them. If we expect bad things to happen, if we expect to be poor all the time or if we expect to lose whatever wealth we've accumulated than we self-sabotage and we get to be right about the fact that I told you so. If we expect to lose our relationships.

Here's a great example... a guy will meet the girl of his dreams and he'll think that I'm not worthy of her, she's much better than me and could do better. What will happen is that lack in self-esteem will cause self-sabotage where he will do something to ruin the relationship and then he'll get to be right about the fact that he knew he wasn't good enough for her.

It's the same with any area of life. We damage our relationships. We damage our careers. We damage our ability to achieve wealth, all if we don't believe in ourselves. For most of us we live somewhere in between those two extremes of the thermostat of expecting great things to happen and self-sabotaging and expecting horrible things to happen. We live in the range where we expect our future to be a reflection of what

we've achieved already in the past. We then expect to have small incremental slow, steady or measurable little increases in what we've accomplished.

So, if we've always earned \$40k a year then maybe we can expect to earn \$43k next year and then maybe \$46-48k the year after that. If we've always had three-four friends in our lives than maybe we never expect to have more than that number because that's what we've been accustomed to. If we expect to always have an abusive relationship where we don't get along with people, than that's what we manifest. So this whole self-belief, not only in yourself but in others as well, because we manifest in reality not only what we expect in ourselves but what we expect in our relationships with others, and in the world. If we expect the world to be a place of abundance than we'll manifest that abundance, we'll tap into that.

If we expect that the world is a harsh scary place that's what our reality becomes. All we have to do is look around us and see what we have show up in every aspect of our lives, to see what our expectations are, because the manifestation that we have in our lives is exactly consistent with our expectations, the amount of money, the number of relationships and friends, the amount of happiness, of fun and recreation and the spiritual and personal satisfaction in life, all of that is directly proportioned to what we expect.

The bottom line is if you can change your expectations and expect great things to come and know that you have the ability through the help of coaches, through the help of programs like so many that you're introducing through your work and our programs, to manifest the expectations of those things you really want and expect. Then you will lead an empowered life and you will manifest on purpose the things that you want.

Kevin: Wow!

Robyn: It would be so neat to go into 2014, Dr. Joe, that maybe you could be here as part of our live event next year Self-Care Revolution™ Bliss or maybe design a program online that we could offer our wonderful self-care community. This is so key. It's the golden nugget of self-care and how you value yourself.

Joe: I'd love that. When you have the courage to create a vision and speak that vision, what happens is that people show up. This is a good example. When I was in that state of resignation and apathy, not being able to lead three people in silent prayer, I was told that all the time and thinking I could impact no one. One of my coaches through the process challenged me to create a vision and life purpose that I had no idea how I

could manifest or fulfill.

That day I declared that I'd impact the lives of 20 million people and I've since changed that to 20 million adults and 20 million kids, because I've branched out as kids are so important to the future of our world. What happens is people like you show up. People that allow me to partner to manifest my vision and people who take our courses become certified and then go out and spread the light to the world. What I'm clear about is that it's not about me at all, it's about empowering people to step into their own magnificence and when we all can do that together we can impact more people.

It's like a fire that keeps igniting and spreading in a good way, because of the fact that people's lives are being caught on fire. People are empowered to impact others in a way that just motivates them and serves them, as well as spreads light and love to the world. If you're one of those light bearers and listening to this, I thank you and welcome your partnership.

Robyn: This is wonderful. This ripple of change project you've started, we're going to continue the fire. We are absolutely going to do that through this Self-Care Revolution™ and get your message out. We appreciate you being part of our series, especially this month. Any final thoughts or message you want to share with our audience?

Joe: I'd like to thank and challenge everyone. If you are not living your best life. If you aren't abundant and opulent because you can do so much good with your wealth. The world needs people who are abundant to share that and the empowerment to teach other people how to be abundant. If you aren't happy in your relationships, if they aren't rewarding or if you aren't fulfilled in your work and feel like a prisoner doing what you hate, here's an invitation. You have one of two options, you can resign yourself and die spiritually or you can know that there's help out there.

Robyn: Thank you again for joining us and thank everyone else for spending this time with us as well. To connect with us you can go to JoinTheSelfCareRevolution.com and to send in questions or comments write to info@jointheselfcarerevolution.com. Bye-bye.

[End of Interview]

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Robyn: Hello, everyone. Welcome to month 10 of The Self-Care Revolution™ where we're exploring one of our favorite topics -Be Fabulous at Any Age. My name is Robyn Benson. I'm a Doctor of Oriental Medicine. I'm the Founder of Santa Fe Soul, Health & Healing Center. Today I'm just so grateful to be here with live Alex Giorgio at our Center in Santa Fe, and I'm joined by:

Kevin: Kevin Snow, co-host of the Self-Care Revolution™. This is going to be a spectacular interview and a spectacular day.

Robyn: This whole month has been amazing. We just started out with Dr. Masley. He was amazing – how to look 10 years younger.

Kevin: I am now 10 years younger.

Robyn: Are you? I mean you fast track. Forget the 10 weeks. You can do it in three weeks.

Kevin: I got the food and he suggested the right fish. Bam!

Robyn: Last week, Dr. Joe Rubino was definitely one of the favorites. We have some big news. After our discussion with him, we talked about bringing him here live to Santa Fe, and he is coming for sure February 21-23. If you want to be soaring with your self-esteem and also look at how you work with this whole issue in terms of your success principles, he is going to be doing three full days. You can join for one day on Friday, which is called Sort Your Storing Self-Esteem, Cultivating Your Self-Esteem.

Just know that we really are going to have all that information for you very soon – hopefully by next week, if you want to sign up now and join us. For many of you that

have been with us since the very beginning of The Self-Care Revolution™, which was 10 months ago when we started, we would love to bring you here live. Many of you could not make our Self-Care Bliss live weekend in June will have this opportunity to come to beautiful Santa Fe in February. Is there any other big news before we interview?

Kevin: It's all big news, right?

Robyn: Yes. Every day is big news. Are you ready to hear from Alex Giorgio, who's a dear man in my life? We've known each other for about eight years now.

Alex: Eight or nine years.

Robyn: It was right around the time that we built Santa Fe Soul, so it's been a while.

Alex: I'd forgotten just how incredibly this whole facility is.

Robyn: Thank you.

Alex: Not just to the eye but to the soul. You walk into this place and you immediately start beaming. Thanks again for creating such a beautiful center.

Robyn: Thank you. I had a patient this morning that said I love coming here. She loves to get her acupuncture treatments, but she said I walk in the door and no matter how stressed I am, I just feel calm. That's neat that we've been able to cultivate that energy here.

Alex Giorgio is a psychotherapist, author and visionary who helps leading entrepreneurs, entertainer's, CEO's and senior executives from all over the globe learn how to fly by the seat of their hearts. Alex is best known for discovering and developing the TypeE Personality profile and incorporates it into his work with clients and their companies. He has delivered his top-rated presentations and seminars at educational and business settings such as the Technology Capital Network at MIT, Harvard Business and many others. Alex has a broad background ranging from biofeedback and hypnotherapy to spiritual psychology and *A Course In Miracles*.

He helped develop key health and healing programs for one of the world's leading resorts, Canyon Ranch, while delivering behavioral health services as a psychotherapist to Canyon Ranch guests for more than 16 years. In addition to his work with Canyon Ranch, Alex has been associated with The University of Arizona

College of Medicine and the Center for Attitudinal Healing in Sausalito, California.

It's Alex's belief that one of the most powerful ways to create social, economic and environmental sustainability on a global scale is to empower successful entrepreneurs through transformational personal and business tools by blending triple bottom line business practices with cross-cultural spiritual strategies and human aging techniques. Entrepreneurs and the companies before him are shifting our future from one of lack to one of abundance. Amen, that's all good.

Alex: That was a mouthful.

Kevin: Welcome.

Robyn: I couldn't leave any of that out. You fit into this Self-Care Revolution™ in a big way with your message and going out to all these amazing entrepreneurial types and showing how to do it. Why don't we just out because many people have never heard of TypeE Personality. Can you give some background on this all became a creation of yours?

Alex: Sure. The TypeE profile I developed after working with more than 10,000 highly successful entrepreneurs while I was working at Canyon Ranch and just listening to their stories. As psychotherapists you see people for 50 peoples, but in that setting you see them maybe once or twice, so you get to cover a whole lot. Instead of typical psychotherapy where you see 30 people for 50 years, I saw a huge number of people – well over 10,000. When you see that many individuals it's pretty easy for patterns to emerge. I started noticing a particular pattern – the pattern of success and failures for these entrepreneurs.

It was not just how they showed up in the world and their belief system, but also their physiology because I also do biofeedback. I had their physiology wired up while they were telling me their stories, and I could see mental patterns and physiological patterns, and I ended up putting together this profile that was pretty amazing for how it really kind of peeled back the curtain on creativity, passion and aliveness, what works and what doesn't, what drives you off the cliff, what moves you into success, joyfulness and the feeling of what I like to call personal sustainability where you really enjoy jumping out of bed in the morning. If you're not, then what the heck are you doing with your life? I put this together into a program and I lecture about that and have audio programs for that to teach the profile about hat.

Kevin: That's beautiful. I think people are anxious to know whether they are this

type. I'm thinking we should just dive right into it.

Robyn: I know that I'm TypeE. I think I was like 29 out of 30.

Alex: It's a TypeE quiz. You can go online to TypeE.com and take a quiz. It's a 60-second quiz with 10 questions. The highest that you can get is 30 points, so you pegged the meter, Robyn. This is such a surprise.

Robyn: I finally know who I am. I'm a TypeE.

Alex: It's that comment of first of all I'm happy I'm not the only one, I don't think I'm crazy anymore, I don't think there's anything wrong with me anymore and I really enjoy knowing who I am. Then you can use that wisdom and the knowledge of who you are to really move into a life that's suited for you, not what most other people are living with, which is a very different thing.

There are a couple of different ways to tell if you have a TypeE personality. The most simple is actually to tell somebody I've got this project for you, and by the way it's pretty much impossible and it can't be done. If they're a true TypeE, you'll a smile just grow across their face the size of a cantaloupe because they love doing impossible things. For TypeE's there is no such thing as impossible. That's an easy one. Another one that takes a little bit longer – 60 seconds – is the TypeE quiz. If you'd like, I can give you the 10 questions and we can score it, and everybody listening can find out right now.

Robyn: Let's do it live.

Kevin: Follow along at home.

Alex: Here it is. There are 10 questions. Just grab a pencil and paper and just answer yes, sometimes or no to these following 10 questions. Keep track of your answers because we'll add these up at the end.

1. Do you love starting new project, especially impossible ones?
2. Does the thought of having a typical 9:00 to 5:00 job make you break into a cold sweat?
3. Do you quickly lose interest in a project or job once it is up and running?

Robyn: At The Self-Care Revolution™, we are so in love with this. It's number one

and number two.

Alex: I'll tell you why and then we'll get to the other questions. It's because what you've developed here is, even though it's a long-term thing, there's variability, there's curiosity and there are all of these things that really feed a TypeE personality. It means that you can have this continual series. It means that I can stay at Canyon Ranch for 16 years because there's so much variation. Your creativity gets satisfied.

4. Has delegating responsibility been a major challenge for you?
5. When contacted by an old friend that you haven't heard from in years, do you immediately pick up where you left off as if no time has passed?

Robyn: I just did that with three people. I was just in New York City. We were there for The Self-Care Revolution™ event. We were invited to be part of the PIX II New York City Health and Wellness Expo, so we were able to share one of our big messages, which is the five pathways to living well in this time of great change. During that visit, I saw a friend that I hadn't seen in 15 years who was a great college buddy. It was two seconds – Bob Britt, love him.

Then I saw a friend named Elliot Macy. It was 22 years since I'd seen him and he was very influential in my teens. I went across the United States with him. Two seconds – it was 22 years. The biggest one of all was Marcie Pritchard– 38 years. One of my closest friends from the time I was 3 until 10, until she moved away, even when you about who you were before.

Alex: Robyn, you are the poster girl for a TypeE personality, so this is beautiful.

Robyn: There are so many entrepreneurs that are, and they try to fit in a box but we just don't.

Alex: Another thing that I want to mention about the TypeE, yes it's an entrepreneurial thing but really at the base of it is passion and creativity. You can have artists, scientists and things like that, and you can definitely have that TypeE personality. It doesn't necessarily have to just be the entrepreneur.

6. Do you love having time to yourself when you can find it?
7. Do you usually find small talk a waste of time?

Robyn is sighing here – gosh those time suckers.

8. Do most of your projects or jobs or romantic relationships usually last between six months to five years?
9. Did you grow up feeling your view of life was different from that of most people?
10. Do you consider yourself an intensely passionate person?

Add up how many yes answers you have, add up how many sometimes you have answer, and add up how many no answers you have. For each yes answer, give yourself three points. For each sometimes answer, give yourself two points. For each no answer, give yourself one point. Then add up your score. While you're figuring that out, I'll tell you what we're going to look at if you have that TypeE personality, but also where you fall in this TypeE spectrum. There are three different areas of focus:

1. TypeE Manager
2. TypeE Translator
3. TypeE Mystique

Add them all up and see what your score is. If you have less than 10 points, replace your calculator battery because you can't get less than 10 points. If you scored between 10 and 19 points, you're probably not a TypeE, and you're best suited for a regular 9:00 to 5:00 job. That means basically that the work couldn't run without you. It's wonderful. You love things to be steady and normal. Usually TypeE's drive you crazy, which is not so good if you're in a TypeE relationship especially.

If you have 20 to 30 points, usually you're some kind of visionary and you probably have a TypeE personality. If you have 20 to 23 points, you're a TypeE Manager. That means that you're a practical visionary and you're not afraid of risk.

This is really interesting. It's something that I ran into consistently. It's weird how it came up with the clients that I was seeing. A typical Manager's job is to reduce risk. The less risk and the more things stay the same it means they're doing a good job. TypeE Managers felt if they were failing seven out of 10 times, they weren't doing a good enough job. They weren't pushing it enough. They had the best of both worlds. They were able to manage but they also weren't afraid of pushing the boundary out there.

If you have that TypeE personality and a TypeE team – which ideally you want and we can talk about that a little bit more – you want this TypeE Manager that isn't afraid of risk and that can really manage things in this robust way.

If you scored 24 to 27 points, you're a TypeE Translator. Basically you're bilingual and you're a vital link between the visionary and the Manager. This TypeE Translator has the ability to do linear thinking and nonlinear thinking. They can talk to the Managers – here's the linear stuff that's going on and here's what we need to do to get things done – and they can talk to the TypeE Mystic, which is just out of the box. If you scored 28 to 30 points, you're a TypeE Mystic. Robyn, you said this is where you fell in. A TypeE Mystic/visionary usually operates so far out of the box that they don't even know where the box is. That's where the Translator comes in. It's like oh you put it over here, oh we're working on this thing.

For example, I do things at MIT and you just have these incredible visionaries all talking about all kinds about wonderful things, and nothing happens. They have great ideas but nothing happens. You need all three components. You need to have the visionary, which can think of things that haven't been thought of before; you need the Translator that can kind of bring it down to earth a little bit; and then you need the Manager that can actually get things done, put wheels on it and bring it out into the world. It's this highly effective TypeE team that really gets things done in the world.

Kevin: Wow!

Robyn: What do you mean by the Translator?

Alex: The visionary says I've got this great idea. They'll call up the Translator at 3:00 in the morning with their great idea. They have a tendency to go off on a tangent or they'll start this incredible project, and now they want to do this other thing because they start to lose interest. What the Translator will do is listen to what the visionary is trying to do, and sort of condense it down into practical linear terms that can actually be accomplished by the TypeE Manager, so they're a vital link. It's real interesting, usually that's the one link that's missing. You'll have Mystics all over the place. You'll have Managers that are real good at running things, but it's that TypeE Translator that is rarely there.

Robyn: You've already said this, but it just helped me understand it a little better.

Kevin: Wow. So now our listening audience has added up their scores. Robyn said

she came up with 29.

Robyn: I hope that I can wobble a little bit because it's hard to always be a TypeE. You need the team members to delegate but still I had a hard time finding – I need more Translators and more of the Managers. Even running The Revolution, it's critical.

Alex: Because the TypeE Mystics move 100 miles an hour. I don't have to tell you that. In fact, it's usually beneficial if you have several Translators and several Managers that you hand stuff off to because the TypeE Mystic is gone, gone, gone. If they just try to stay with Translator and one Manager, that's still going to clog up the pipeline and it's not going to be satisfying for the visionary.

The TypeE Mystic, when they're in their element, they have an idea and they hand it off. Here's this other idea, and they hand it off. They're great at bringing it in from the cosmos and then handing it off. Here's the thing that will stop them from handing it off. They feel that there's no one that can do it better than them, but the unfortunate thing is that they're correct because of how they're wired up. They can get things done in record time. It's amazing. The problem is they get stuck with that one thing and that's not good for them. They'll start making a problem for themselves and everybody else if they stay with something for too long.

What they have to do is get to the point in their life where they realize I can only have 80% of perfection. When I hand things off, it's not going to get done like I would do it, it's not going to get done to the degree I would do it, but it's going to get done. It might be in a little bit different way, but I get my life back and that means that I can go create more things. Once you have that TypeE Mystic that is pulling stuff down from the cosmos, they have the plethora of Translators and Managers that they can stuff off to, they've reached the point in their life where it's okay that it's not going to be perfect – all the sudden they just blossom. They're in Heaven because basically they've gotten out of prison. Does that relate at all?

Robyn: Yes.

Kevin: I would say it does a little bit, being a fellow Revolutionary.

Robyn: Where are you, Kevin?

Kevin: I think I'm right on the borderline of the Translator and the Mystic, so give me something to do.

Alex: It will shift a little bit. Usually not a whole lot when you take this quiz. It's kind of amazing. I only have 10 questions but when people take it, they're usually pretty much in one place or the other. They can shift a little.

Robyn: I can see how with business development and creating your team how invaluable this is, and it's simple. There's this program out there – Myers-Briggs – and other programs. I think this is very simple when you follow getting the visionary and the team, they can be created looking at three different types of Type E's. Very often TypeE personalities want to be around each other. You can get all TypeE personalities, but they each have their different strengths.

Alex: A typical TypeE pattern is that there are these different stages that the TypeE goes through and different phases.

1. You have the first phase where they develop something and get it up and running and then they crash and burn. It will just go around and around. That's the first phase of the TypeE's life.
2. Then they get to a place where things are up and running, and that's really good but they're going to get bored after a while. Pretty soon they've done everything they can do and there's nothing left to do in their life, but they're sort of in a sense creating another business – been there done that.
3. An interesting thing happens in the third phase. It will end up being a spiritual phase. Instead of doing this, this and this so that they can be happy, they start out from a place of being joyful and happy, and out of that place they start doing things.

In that first phase, there are three stages that a typical TypeE will go through. The first phase is up and running. They have something up and running. The most incredible place for a TypeE is give me something brand new that's never been done before.

Then it goes up into this other little part that's called the **TypeE Critical Zone**. It's a small little window of opportunity where things are starting to get up and running and they have a small window of time to either sell what they've created, move onto something else, let their team run it or do something because if they stay in that TypeE Critical Zone for too long, what happens is they'll fall right off the edge. For many of them, they'll go into a state of actually critical depression.

The nice thing about being TypeE is you get bored really easily. They get bored with being depressed, so they get out of that in a short amount of time, and they'll come back around and do that whole cycle until they've hit that Critical Zone and they're not stuck there. They let go and they move on to that up and running phase.

There's one full pattern that you can see that happens not only in the work stuff, but you can see it in relationships too. An example is that Type E's will a lot of times get involved in a lot of different relationships – oh this is the most incredible relationship I've ever been in. It's starting anew and the same thing happens. They can get bored and fall off the edge. It's there are very interesting patterns.

There are these warning signs. Fortunately, if you're in that first TypeE phase – where things are up and running – you get five warning signs that heading into the Critical Zone. The very first warning sign you get that you're in that TypeE Critical Zone is something that you don't think would be a warning sign.

1. Boredom

The TypeE will start to get bored. Why the TypeE won't really recognize this – and that's part of the cycle – is that they're so busy caught up in what they've created – which isn't creativity and TypeE always has to be creative – they get bored. They're busy as all get out, busier than they've ever been, but they're bored. That's the first warning sign. If you're bored, you have to go do what's creative to get out of that boredom. If you don't get out of that boredom, life gives you the second warning sign, which is:

2. Worry

Everywhere you go, you start to worry. Here's a saying that I like to tell to Type E's. "Worry is nothing more than creativity all dressed up with nowhere to go." If you find yourself worrying, it's an indication that your brain has kicked into a creative gear. It said I want to go do something and you said I'm too busy right now. It says okay I'll go find something, so it will go into the file cabinet in your brain and look for a project that I can focus on, hopefully that can be solved, so it can be creative for a long, long time and it will be this constant worry. The way to get out of that worry is to go be creative. If you're stubborn or just dance and you still don't get out of that TypeE Critical Zone after those first two warnings signs, the third warning sign is:

3. A 2:00 a.m. wake-up call

It's very interesting. About two to three hours after you go to sleep, your eyeballs will pop right open. The very first thing all good TypeE's will do is look at a clock to see what time it is, like that's going to make a difference. As soon as you look at the clock, it shifts your brain into a beta pattern, which awakes. We sleep in hour and half cycles, so if you pop open awake and you're not asleep again in 10 minutes, you'll be awake for an hour and a half.

The best thing to do is to get out of bed and go be creative because you're not going to go to sleep. Then after an hour and a half has passed, go back to bed and you'll usually fall right to sleep. Here's a TypeE tip. Before you go to sleep, turn the clock around and put your phone in the other room. Your eyes will pop open, you'll look for the clock but you won't see any numbers, and this will give you some time to then go back to sleep.

Kevin: That's great.

Alex: Warning sign number four, if you still don't get those other two, what happens is you'll notice everywhere you look, is:

4. Crisis management.

Everything is falling apart – famine, fires, love, your business your personal, your whole life is just going to hell. That just happens because you've abandoned who you really are and gotten stuck in this Critical Zone. If you don't take care of the crisis, you'll just fall off the edge.

Here's a very unusual way to look at the crisis. Usually TypeE's will say how can I solve the crisis? How can I solve the problem? That will not get you out of that crisis cycle. The crisis is there because you want to do something, you want to create something, so you have to actually go to some of your projects that you really love and spend some time with them, even if it's 10 minutes, even if it's five minutes. That will start to shift the way the brain is functioning around the crisis element so that you're being creative. Then to add to the creativity, you'll come up with some pretty amazing solutions, but if you try to just be in crisis mode like it's all an emergency and try to solve the crisis, it's not going to happen.

Then you enter that phase that's called the Walking Dead. That's when you're over the edge and you're in that state of depression. I was talking earlier about using biofeedback equipment. You can read people's physiology. One thing is called the EDR or DSR and it monitors a person's sweat gland activity and what's happening

with that. I remember I had this one particular person in the office, and they were hooked up and it was just a flat line like they were dead. I was looking to see if the equipment was working or not, and it was working fine.

It's interesting because I told this person you really shut. Your physiology will shut down because it's just too unreasonable. I said give me a call when life gets a little bit better, I'm out of here. It goes into this emotionally numb state. He was actually in the finance market, so he had to just shut everything down in order to be able to survive. I said that's not too good for your heart and other systems in your body. It would be a good idea if you could get this back this on, is that something you want to do. He said no. He said if I started to feel again, I would just be dead and I prefer being numb. That's how he was. He was just numb.

Usually you can only do that for a while and then you're going to have to come back and do that whole cycle. That's the first part of the cycle. That's the TypeE Critical Zone.

Robyn: What's the percentage of TypeE's do you think?

Alex: That's a good question. When I started this, maybe 5% to 10% of the population seemed to be in this TypeE personality. When I started to do work in the Internet sector and those kinds of things, about 70% to 80% had this TypeE personality, which really explained their company cultures. They'd be going a mile a minute and really turn on a dime. They weren't bureaucratic. These days in the general population, it looks like TypeE personalities are on the rise. There's more of that.

Robyn: Especially with more people being self-employed and the Internet has opened up a whole world attracting people to not work for someone else but work for themselves. This lends itself to this whole self-care message, right? People really honoring their soul calling. How would you answer that question in terms of TypeE and self-care?

Alex: When I started this, it looked like there was just this small percentage that really enjoyed life and were good at it. What happened is that I'd really started to look some more at the research and it turns out that it looks like everyone starts out with a TypeE personality, and then it gets washed out.

There's a wonderful study that was done by a guy named George Lant. He followed this group of 400 kids from preschool all the way through college, testing them and using different tests for creativity. About 98% of the kids in preschool tested

enormously creativity. By the time this group got through college, there were 3% left.

It points to the possibility that it's the system that actually starts to wash out or wash away this level of physiological, mental and emotional aliveness and creativity so that there's hardly anything left. It's almost like the TypeE – the 5% or 10% - are sort of the survivors through that system or people that said I know the world seems to be this other way, but I'm who I am and I'm just going to be me and that's what I'm going to do. You'll have a lot of inventors and different things really grasp that.

As far as the whole Self-Care Revolution™, I don't think you do anything better than try to get back to your original roots of how we were designed to be incredible passionate, alive and go do your flavor of aliveness in the world because that's what's going to bring the most gifts, not just to yourself or to the people in your life but to the world.

My little mission is to wake up. It's not even about learning anything new. It's about remembering what's always been there. Take yourself out of the closet. Dust yourself off and be the real you, and not the you that's been trying to fit in or that has become chronic in creating excuses or worries, doubts or uncertainties. Those are just all habits. When you tap back into the, you that was there right from the beginning, there's this brilliant light waiting to come out in the world. So, quit hiding.

Robyn: A big part of The Self-Care lifestyle message is helping people kind of peel the layers of what is not living through the true essence of who we are. You talk about being awake. We talk about being aware and being active. I really believe that so many of us are born to be creative, curious beings and then we shut down through our education system and just by growing up and all the no's in the word.

Kevin: Absolutely. If our listeners are at stage five – they're in that stage of flat-lining and not being awake, having tried many things and maybe having a different perception of failure, other than I hope I fail seven times out of 10 – when they're in that stage, what are some of the things or maybe even the first thing that they can do to wake up?

Alex: Their first thing is to connect with somebody that you resonate with that you trust. It can be a therapist, a counselor, your pastor or Rabbi it can be a close friend. What you want to do is join because one of the first things that happens is you want to isolate yourself. That's okay for a short term but really it's to connect up. Then one of the things that I ask is what are you really passionate about? The very first response is usually I don't know. It's been shut down for so long and that station isn't

even broadcasting anymore, so how do you turn that on? It's not that it's not there. It's just that it's been switched off.

An exercise that you can do to play with that is to think back when you were maybe eight or 10 years old. Usually when we think back to that early time, we did stuff naturally. We were doing stuff. It wasn't even so much about I want to be this when I grow up. We just had this passion that saw us doing certain things as a kid. What were the themes that we were doing? For me, I remember I was in the back yard digging tunnels, making tree houses and building things like that. You can unearth these last little calls of aliveness and passion in our life when you go back and take a look. Then just play with that.

Another way is to think about something that you enjoy that maybe you haven't done for a long time. It could be as simple as going to the movies or an afternoon matinee. How in the world can that fit in? Number one it's starting to break a little routine if we're not used to that. Number two we're doing something for ourselves. A lot of times we get lost in this because we're out there supporting everybody else. It can be just a little walk in nature. Nature is the number one way. If you want to get back into alignment, just hang out in nature because nature speaks our language. Nature speaks to our soul. There's a natural healing and communion that happens with and in nature.

Kevin: That's one of the things that I noticed with clients fairly early on. I just kind of intuitively got out of the office and took people out on a little hike or a little walk, and I didn't even have to do any work then.

Alex: Ultimately, I think our job no matter what ways we create is just holding space. When we're good at listening and being present and just holding the space, phenomenal things really start happening. The other point that I wanted to make is that a lot of people get on in age in their 50's, 60's and 70's. Can you be fabulous at any age? Absolutely. That's the whole point. You get in that little bit of a rut where you think life is over. No, it's not. By reclaiming your birthright, our natural state is to be fabulous. When you climb out from under the blanket, from under the supposed to, have to, should figure things out, uncertain, worry, doubt, fear or any of those things – if you climb out from under that, it's sunny and you start to really excel.

Kevin: Do you get the money worry? That seems to be one of the major excuses or a good excuse – I don't have the money to be creative, to leave my job, to do what you're talking about. I can't afford to do that?

Alex: What are some of the properties of money?

Kevin: It's green.

Robyn: It creates security.

Kevin: Safety.

Alex: That's what money is used for, but what are some of the qualities of money?

Kevin: Freedom?

Alex: If you can bring freedom.

Robyn: Prosperity gives you a sense of.

Alex: Think of this. If you get into that deeper aspect of what is money, money is flow. Money is absolute flow. Then you can use the flow for these other things. Now if you start thinking I don't have the money and money is flow – I believe that the universe operates in matching funds. You have to put up your half first. When you do that, it says okay I'll match it.

We have to, all the sudden, move into our flow. If we're not in our own personal flow of joy, aliveness, creativity and passion, then how can money come to us? It can't because it's not in that same vibratory level. This is amazing. I challenge our listeners to try this out. Go spend half a day doing something that is unique to you that you love, that you just jump up and down about. It's not about making money; it's about creating that energetic vibration. Then watch what happens. The money shows up.

It's not about I don't have the money to go do this thing. If you start doing it, are you being in flow? Are you allowing the universe to flow through you, in you, as you and out of you? When you are, the universe and money are one in the same. It just flows and the instant you stop the instant you get stuck, as soon as you start to worry or anything, all the sudden money goes away. Why? We can point out it's because of this situation or our job, but I'll tell you it's not because of that. It's because we stop being alive. If you want money, be alive, and not be alive like anybody else but be alive in only the way that you can be.

Robyn: I can't agree with that more. It makes total sense.

Kevin: Absolutely. Abundance, and you are offering an abundant gift to our listeners

today – an MP3 called Speed Relaxation. I love those two words together.

Alex: It's for TypeE's. That describes Robyn.

Robyn: Believe me, somebody gave me a session yesterday and I cannot believe how quickly we can just unwind when we can move energy.

Alex: Speed Relaxation is a seven-minute miracle. Basically, all it takes is seven minutes and it really was designed after working with thousands and thousands of these TypeE's that typically aren't really great with regular meditations because their mind is going 100 miles an hour. It's using verbal, imagery and that sort of thing in this small period. What it does is it starts to focus the mind and the emotions on something that is enlivening and positive. What happens is our mind says what are you looking for? If we don't come up with something, it will just fill in with whatever.

Let's say for example, the first time Robyn got pregnant, did you notice that everywhere you looked all the sudden everyone was pregnant? How did that happen? Is that an illusion or were they all faked? Are you imagining it? No, they were all very real. They were all there. It's just that the mind said this is what's going on for us.

This little technique helps to focus the mind on what are you looking for? Not in terms of form but in terms of content, of how you want to feel. It lights that little lighthouse, so the universe says oh you mean instead of feeling bad you want to feel really good. Do you want to feel enlivened? Do you want to feel joy? Okay sorry, I thought you wanted me to show you all the reasons why everything isn't working. Okay, I'll change the program and I'll show you all the reasons why it is working.

Just as fast as pregnant women show up, or if we're going to buy a new car and we see the same model all over the place, how did that happen? Did they have a sale on them? No, our mind is this wonderful, beautiful, incredible and powerful servant. What can I bring to you? That's all. We just have to say I'd like this, and not necessarily in that visual form but in an emotional form. Really if it is about that joyfulness, that power and that peacefulness, it really doesn't matter what the form around it is.

Instead of us trying to narrow it down into I want this one little thing and that's going to give me happiness and wonderful joy, we say I don't even care but I know what it feels like. Universe, I'm raising my hand. Here's what I want my life to feel like. Then it starts filling in the pieces faster than you can imagine. That's this little gift. It's free.

It's a little mp3 and you can carry it around and listen to it every day.

Kevin: Excellent. We have been talking about your program. Maybe you could share a little bit more to really get people passionate and excited about walking through this program.

Alex: The program that I have here is the Entrepreneur's Guide and it's called *Living on Edge Without Falling Off*. It's a six-week program and it goes over the TypeE personality, what are the different traits, and it gives you the quiz and all that.

Really over the six weeks, it walks you through the different patterns that we've been talking about. It starts to put together a program – because it's a self-paced thing that you do over the six weeks – so that you end up with really the ideal template, the blueprint for what you want your life to be. Also included are four steps and techniques that I saw all the successful TypeE's use. It incorporates all of that. By the end of the six weeks, you're really well versed in who you are, where you are, where you want to go and how to get there.

Robyn: That's great. What's the best website for people to learn about you?

Alex: It's TypeE.com.

Robyn: Since we're talking about some of your great products, do you want to talk about what you just came out with this year? You were just at Miraval a couple weeks ago. I definitely want to be there the next time he teaches this.

Kevin: It's beautiful.

Robyn: Why don't you speak about it and your website?

Alex: It's TypeEPersonality.com or TypeE.com, which is really easy to get to. There you can take the TypeE quiz and you can read more about the TypeE personality. Remember I was telling you about those three phases – you have the up and running phase, you have where it's all running and then the spiritual phase.

This particular program that we put together is called The Entrepreneur's Guide to Enlightenment. It really focuses on that whole spiritual element for entrepreneurs that have a business that are transitioning. It's interesting how the universe shifts and changes. The clients that I'm working with are ones that have created multimillion-dollar companies and are phenomenal, but they've opened up spiritually and they want to move beyond the things they've created and go do

something else in life. How do you make that transition?

Part of the latest program – The Entrepreneur’s Guide to Enlightenment – brings a person back to kind of that element of why did you start stuff in the first place? What’s really calling you to do? There’s the one at the resort there. It’s a five-day program. There is an 18-week program online that we teach every once in a while. Actually, we’re looking at putting it so that it can be a self-paced program that you can do with coaching if you want. That goes through the first six weeks of the regular TypeE program, and then it moves onto things – for example opportunity management.

A lot of people start out with having problems with not enough opportunities. Once you get tapped in, your problem becomes there are too many opportunities showing up, so how do you choose the ones that are coming through because they come right and left? It’s about how to manage that, how to follow your intuition, and how to pay attention to that inner knowing that we all have and bring it into your business world? How do you shift?

There was a client in the last one in Miraval. Interestingly two of the students there were both in the jewelry business. One wanted just loved making jewelry and it had gotten too big for her. She wanted to transition back out so that she could just make custom pieces again because it had grown really big. She used all that information to move onto that next phase of her life. The other person was also in the jewelry business, and wanted to bring it up to the next level – the \$10 million mark. So doing the same thing with jewelry and being able to use the same stuff, but her passion was, let me grow it.

We all have these different earmarks but it really comes back to being who are you at the very core of your being, and what’s the best way to go play with that in life? When you’re playing from that source of who you are, you move mountains.

Robyn: That’s awesome.

Kevin: I totally agree with that.

Robyn: Going back to the TypeE’s, what part of the TypeE spectrum are you? Are you a Mystic?

Alex: I’m 40 out of 30.

Robyn: I thought so.

Alex: My fault is that I'll just bounce from one thing to another. I enjoy having a lot of those different projects there.

Robyn: From being a father, to you love to hike, you write.

Alex: I create water features. In fact after this, I'm doing that course crystal water feature there.

Robyn: All of our Self-Care Revolutionaries can visit us in Santa Fe, not only to hear Joe Rubino live for three days, but you can see our beautiful center. We have 30 practitioners here. We have these incredible bundles where you get to work with two or three practitioners for an amazing price. To find out more about Santa Fe Soul, go to SantaFeSoul.com, and to find out about anything about The Self-Care Revolution™, you can go to JoinTheSelfCareRevolution.com. Alex did this amazing water sculpture feature in a really well known hotel downtown, and it's called Hotel Santa Fe. It's beautiful in the spa area.

Alex: Yes, it's 16' wide and 10' high. It's double sided. It's all quartz crystal and acrylic. Rain comes out of the ceiling in between the panels and it's just gorgeous. That's a perfect example of what you can do with opportunities that come up and bringing together a team. They couldn't find anybody to do it and a friend of ours – Bob Zimmer – was doing some work at the hotel. He said they can't find anybody to do this. I'd done that kind of work before, so there you go.

Robyn: One of the ways that we met was working on a collaborative project. As TypeE's, we're thinking how do we take this great energy of creation and build other healing centers around the globe? Certainly Bob Zimmer is a TypeE personality Mystic for sure.

Alex: I want to say something. When you talk about that, what really comes to mind is that is exactly what you're doing with The Self-Care Revolution™. You're building healing centers, but these healing centers are not buildings; they're people and they're all over the world. You're having a phenomenal effect. You were talking about joining The Self-Care Revolution™. Part of my little encouragement for people to do that is for that six-week program – Living on the Edge Without Falling Off – I'm offering that at a 50% discount for people that sign up for The Self-Care Revolution™. Everybody wins there.

Robyn: That is quite a line – not building healing centers all over the world, but creating people.

Alex: People are the healing centers.

Robyn: That's beautiful.

Kevin: Individual healing centers. We love it and definitely being in the flow, it sounds like the water features that you're doing are flowing as well.

Alex: I'm actually doing two new ones for another wellness center that's going in here in Santa Fe too. I love that. I'm Italian, so I have to work with my hands. As a TypeE, usually you find that you're just not doing one thing. A lot of people will say what's wrong with you, you need to focus. You can focus. You can focus on many different things but it's easier when you have that team to help you.

Kevin: That definitely leads into a question about our perception of ADD and ADHD. How do you speak to that?

Alex: That's interesting. From one of the studies that has come up consistently around ADD and ADHD, it looks like about 80% of the people that are TypeE's have ADD and ADHD. That's how their brain is wired up. The difference is instead of making it a problem they've turned it into a gift.

One of the worst things I've heard is people with ADD and ADHD can't focus. I'm sorry but I'm here to tell you that they can focus phenomenally. If you give them that they're interested in, you can't turn them away. The challenge is they'll focus on more than one thing and it's hard for them to stay with one thing. That's why we need these different techniques for the successful TypeE's. It is learning to manage that. If you think that you have ADD or ADHD, these techniques work phenomenally to allow you not to do the medication route – which is necessary and does wonderful things in some cases, but it's not about cutting down your creativity.

Actually it's about increasing your ability to steer that creativity, increasing the beta brainwaves. There are different techniques to be able to do that.

Kevin: That's very inspiring and I do think it's inspiring to our listeners as well. I'm sure a lot of our listeners are TypeE.

Robyn: Absolutely. That's right, and they're becoming an individual healing center through this amazing Self-Care Revolution™ series. I know that I am. My individual healing center is glowing compared to where I started in the first month.

Kevin: It has revolutionized us.

Robyn: Hasn't it? We've done everything out of the box. You name it. We've done videos – not comfortable. We didn't know what we were doing. We're doing online auto responders and talk about delegating. I mean we need a full team to do all the parts. Kevin and I being Mystic visionaries, we get a ton of ideas. I think once you learn to delegate, it's still finding the right people.

Alex: Yes, you want likeminded, like-hearted people. Usually they'll be in that TypeE range.

Robyn: They will be. A lot of them are, they are virtual assistants and get to work in their home. They don't want to go to a 9:00 to 5:00 job. They can work at 3:00 o'clock in the morning if they have insomnia. We've definitely attracted a lot of amazing people who have been part of our team.

Alex: One thing that I want to point out about what you two have done – and this is perfect for TypeE's to pay attention to – is you didn't wait to learn everything. You didn't wait to get it all perfect. You started when you didn't even know. I really want to encourage everyone listening that you don't have to wait to get it right to even know what it is. Just go. There's an energy and just start. You'll fumble and you'll make mistakes, and people will show up in the most miraculous ways to help support you.

Robyn: It's so true. Our beloved Wes Kress, who's a recent MBA grad, he's like Robyn why don't you just wait six months before you started this? You just get this idea. Basically, we gave ourselves like two and a half months. That's long term.

Kevin: We were almost at that crisis point, falling apart.

Robyn: And the online community, this is not necessarily status quo of the most this is the way it should be done, but we're doing something very unique. We want to get it out to as many people around the globe.

Kevin: A billion.

Robyn: A billion people, to really turn on their self-care know-how and become their own individual healing center. I love that.

Alex: What's really beautiful about what you two are doing is that if you had waited that would have been great if you had everything set up and here's our community and all of that, but instead what you've done is created this phenomenal opportunity for everyone to join together to create this unique community together as a

community, not something that's already a template, out of the box and all ready to go.

That is really unique. If you think about the things that are out there – and there are really wonderful things – they're usually all set up and it's like come join this thing. What you are offering here is come grow together. Let's build this thing. None of us know. Let's just start and become that individual healing center that goes out in the world, and how wonderful because then you can connect with each other. Here's what I'm doing and here's what showed up. You're creating these beautiful brilliant points of light all over the globe.

Robyn: Right and it all begins with you and it all begins within you. That's another piece, that self-care is the true healthcare, and to really be the brilliant TypeE that you are, to celebrate that.

Kevin: Can you believe we've flown through another hour.

Robyn: Are you serious? That's a powerful validation for being visionaries and saying yes to the Self-Care Revolution™.

Kevin: Absolutely. Do you have any final words for this particular conversation?

Alex: Just don't wait. There's no purpose or presence in waiting. Really, really have the courage and the tenacity to believe in yourself and come out into the world as you and no one else. That's my final thought.

Robyn: That is so beautiful. I just want to reiterate to all of you listening – congratulations. Really celebrate who you are and allow those layers of people trying to have you fit into a box, you just aren't. I agree with Kevin that so many of you that are listening that are members, that have been with us since the very beginning, that are joining just in this conversation, do know that in 2014 we've got a spectacular lineup.

We're going to do it differently because as TypeE's, we don't want to do anything the same. No way. I just know that I've met many of you at live events. I've met you in taxicabs. I've met you in Timbuktu across the seas. I just want to say that it's no wonder that we've connected because we're free thinkers. We believe the unbelievable.

The Self-Care Revolution™ is the solution to the self-care crisis that we're in. It all begins with each of us living our true birthright.

Kevin: Absolutely.

Robyn: Thanks again, Alex.

Alex: My pleasure. Thank you.

Robyn: You're such a champion for this message to be extraordinary and to be true to yourself. I just love what you brought here. Again, to get in touch with Alex and to learn about his extraordinary programs, and hopefully to take a vacation, you know, TypeE's we need down time. Go to Miraval and see him live. I've been there and it rocks. The best place to reach him is:

Alex: TypeE.com.

Robyn: And go to JoinTheSelfCareRevolution.com and SantaFeSoul.com. We're here and if you have any questions, go to Info@JoinTheSelfCareRevolution.com. Cheers to being TypeE. Cheers to being you.

[End of Interview]

GARRY GORDON

GordonResearch | MD, DO, MD(H)

RECLAIM YOUTH AND VITALITY WITH PUERARIA MIRIFICA (PM)

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Robyn: Hello everyone and welcome to month 10 of the Self-Care Revolution™, where we have been talking about Be Fabulous at Any Age. We have loved every speaker we've had with us so far and we're excited as we've mentioned all along to have Dr. Garry Gordon here with us. He's one of two speakers that's been with us for a second time. We're thrilled that he said yes. Thanks for being here with us today.

Garry: Hello.

Robyn: We have a lot of people online today. My name is Robyn Benson. I'm a Doctor of Oriental Medicine and the Founder of Santa Fe Soul Health and Healing Center and the Co-creator of the Self-Care Revolution™, where we're going strong in month 10.

Kevin: Absolutely.

Robyn: This month has been super popular.

Kevin: We have been revolutionized ourselves. I'm Kevin Snow, an Intuitive Counselor here at Santa Fe Soul known as the Desert Shaman and co-host of the Self-Care Revolution™. We love working from the space that Robyn has created for all of us and this series has revolutionized me and anyone who has had the courage to join us.

Robyn: What was one of the biggest highlights that Alex Giorgio shared with us? Alex Giorgio was a speaker earlier today and he was amazing. He's full of amazing information.

Kevin: He said don't wait.

Robyn: That's right.

Kevin: He said one of the skills he sees in people, entrepreneurs that are this TypeE personality that he identifies, they just start. They don't wait. They don't wait to figure it out or have a plan, they just start into it and I think that is such great advice.

Robyn: They just start. That is so in line with the Self-Care Revolution™ message. For many of you joining us for the first time, this is about saving millions of lives and helping people reverse any type of disease process they might have and also to prevent it. Prevention is huge. There are a lot of messages at the Self-Care Revolution™. One other thing he said was to be your own healing center.

Kevin: Yes, and that's brilliant. This is the idea that we have this mission of creating healing centers all over the world and touching a billion lives. He clarified this for us by saying that each one of these individuals that we're touching through this process is their own healing center.

Robyn: Exactly, and who better to continue with this conversation than Dr. Garry Gordon. Let me tell you a little about this amazing man. Garry F. Gordon, MD, DO, MD (H), received his Doctor of Osteopathy in 1958 from the Chicago College of Osteopathy in Illinois, his honorary MD degree from the University of California Irvine in 1962 and completed his Radiology residency from Mt. Zion in San Francisco, California in 1964. Recognized as the "Father of Oral Chelation Therapy" Dr. Gordon is an expert on nutrition, mineral metabolism, and longevity.

He serves as full-time consultant for Longevity Plus, LLC – a nutritional supplement company based in Payson, Arizona, where he is responsible for designing effective, natural, non-toxic alternative supplements for the treatment of every disease known to man, and he lectures extensively on The End of Bypass Surgery is in Sight. To learn more about Dr. Garry you can go to GordonResearch.com.

Garry: That's correct and if they're a health professional they join there and get to the private membership website of fact, but you go first to the website.

Robyn: Just to let everyone know, we brought you here first in month seven, which was all about exercise is medicine and we provided an amazing PowerPoint that you shared with tons of information. We could probably have gone on for like five hours with that alone. Here we're going to learn about the wonders of Pueraria mirifica. Maybe you can talk about, out of all the supplements out there, when it comes to aging why this is an important one and why we need to know about it.

Garry: American doctors know nothing about herbs and here's an herb from

Thailand that is called 'miracle herb' Pueraria mirifica, that was known historically for over 1000 years by the monks who wrote about it because they noticed that none of them lost their mental powers as they aged. It was only 10 years ago that we saw from World Health Organization statistics that in this region of northern Thailand that things like broken bones and dementia were virtually unknown, but they had the lowest incidents of breast cancer, so we were curious as to what these folks were doing.

We wound up finding that there's a gourd that grows only in that area and when they eat that gourd they're getting an amazing molecule that we have now identified, which is acting at the molecular level, so it's technically classified as a selective estrogen receptor modulator of the beta-receptor. Who cares, big words, SERM-beta. We call it herbal remedy from Thailand or HRT. What's amazing is that we know there are many drugs like tamoxifen that is widely prescribed for the prevention of recurrent breast cancer that also is a SERM-beta and then we've all worked with red clover and many other natural products in an effort to find natural products that would also act beneficially to essentially eliminate menopause.

Well, here we have the product that actually does eliminate menopause. We've been studying it now at the Shula Long Corn University in Bangkok under Dr. Sushenda, who is the head of the most prestigious school in the whole nation. I've met with the FDA of that nation and they're prepared for this product to replace Premarin in the entire world, so no longer will horses be tied up against their will in a stall to collect their urine. The net result is that here we have your cake and you get to eat it too because we all know that no matter how safe bioidentical estrogens are, there's still the issues of if you have bad genes will it still wind up that you wind up with a little heart disease or breast cancer.

Here we have something that is working at an amazing level of the receptor and when we really study it we find that it stops bone loss, which is good you won't have broken bones when you're 90. Amazingly enough, it almost eliminates all dementia. They have never found a product of any kind in the herbal community that is as neural protective as this compound, so that means no Alzheimer's in this country which is a nice step. Then if they kept researching it as I repeat, they wondered why it was helping with cancer so much, because it turns out it wasn't just breast cancer. They found out that it activates a key gene, the cyp1a gene that's involved in detoxification.

Now they believe it has usefulness for many cancers and the plot thickens, because when you get down to it we found that not only do you not have broken bones, dementia or breast cancer, but you seem to stay younger. So now it's used topically on

the face and that's called C Perfection. It's also used on the labia of the vagina in an effort to come up with another alternative for women who are running into the aged problem of a vagina that dries and becomes painful. So, we have different topical applications but when they take it orally we see an amazing thing happen, which is we're actually raising in your body without increasing the level of estrogen.

That doesn't go up while the benefits do, so what's the benefit? Well, if you're a premenopausal woman and you take it once a day, you're still have your menses, you stop it for the week of your period, you're probably still having menses when you're 57 and 58. The bad news is you'll still be fertile, but if you're a post menopausal woman and you start taking it every single day of your life, you virtually do not see any of the osteoporosis. You don't get the humped back, the depression, the insomnia and you totally avoid the problem of Alzheimer's, while at the same time the breast cancer issue seems to be eliminated.

It's like having your cake and eating it too, because as we know estrogen is a growth signal and that's why the story now deepens. Harvard Medical School, Dana-Farber Institute at Harvard does a lot of research on cancer and their director put together an experiment where an old mouse was made young. Now, most people aren't aware of this and it comes as a shock that something that's as big as this, you just go to Google and put in Harvard aged mouse study and you'll find pictures on my website because it's so fantastic that they used a tamoxifen related molecule (i.e. an SERM-beta), a substance that works in this classification is what they used.

The astonishing thing is that they took some of these mice that were within a week of death. They didn't know who they were. They were gray haired, their brain was virtually gone and to prove how sick they were they sacrificed some and looked under a microscope at the testicle and there were no Leydig cells. So these animals had no testosterone, because their testicles had dried up, there were no cells. One month after giving this molecule, these animals were able to copulate and they were fertile and having babies. Their brain had completely come back as well as their hair going back to a deep brown color.

We've searched for the fountain of youth, but when one university actually publishes a paper, amazingly enough, of the 3000 members of my forum on anti-aging and chelation therapy, I try to share these wonderful breakthroughs with my members and most of them still can't tell you one thing about it. It seems so unbelievable that I think many of my colleagues ignore it completely and the reason I'm making such a big deal out of it today is because we know that it works through a mechanism called telomerase activation. We know it has many mechanisms of action, but when you

start talking about telomerase activation, you're getting a direct attack on how long we get to live.

Now I'm having to go back and work with people like Bill Nelson, President of CR Sciences in Reno. He was at Jaron Corporation when they came up with the first approved molecule that actually has solid studies called TA65, telomerase activator 65, because 65 is the year most people thought they needed to start planning for the end. Now we have bright doctors like Ed Parks, a graduate of Harvard and Columbia, who are now treating patients with nothing but a telomerase activator.

There are many choices. Vitamin D is one. Many things works, like positive thinking and exercise, but here you have solid science that allows us to say wait a minute, do you mean that it's possible I, Garry Gordon, at 78 years of age, having been sick much of my life now finally having some degree of health because I follow all the wonderful things that Robyn, Kevin and all you wonderful guys are sharing with the world on this Self-Care Revolution™. If we get the word out. If people thought if you took care of your body that you could become like those classic cars.

Look at what a classic car is worth. A 1930 Chevy might be worth \$100k because you took care of it. Could you imagine what you'd be worth if you took care of yourself? It's opened up a whole new chapter.

Kevin: Now I don't know what question to ask because you've answered about 15 of our questions with the content you just provided to us. We'll just keep going with this because it's fascinating.

Robyn: Something that's so good, not only for bones, but all the other things and if you think of all the choices out there, there's a lot of synthetic hormone choices and then there's this whole world of bioidentical creams, pills and everything else. So, you're saying with this one herb you don't need to do the HRT?

Garry: Here's the thing. Obviously a lot of people wait until they're in deep trouble, so thank heaven we have wonderful doctors who go to the conferences and learn all this stuff. There's more to this story, because technically no one molecule can do everything. I mean, I, as a man am taking progesterone and I want my women patients on progesterone topically. I as a man take testosterone and it turns out that amazingly enough, Dr. Finklestein, at Harvard hit the front pages of the New York Times six weeks ago because men it turns out also need an estrogen signal which ties to why men are having a large belly and a lot of metabolic syndrome.

Things are in an active state of flux in the entire field of hormones, so I encourage all my doctor friends to continue to learn, because I was lucky enough to come up with an oral tablet that replaces growth hormone. We basically use things like Tribulus, which is another natural herb, along with many others. So I like the idea that I want to age and be healthier at 88 than I was at 28, which won't be hard because at age 29 I had to close my medical office with disabling angina and a massive heart attack.

So how healthy can I be at 78? I'm willing to spend time learning things about things like the pulse electromagnetic field and lifetime detoxification, oral chelation and positive need of exercise. I don't go a day without the omega 3 and we all need vitamin D and everybody knows we need more selenium and iodine. The trace minerals where I came in, through the back door, I owned at one point mineral lab with offices in Tokyo, Amsterdam, Boston, San Francisco and I sold it to Dr. Data. So, my first initiation was in the area of trace minerals.

They started to make me, because I was a basket case, and my levels of magnesium were so bad that even on a hair test you could tell I had no magnesium. In fact, when you followed into it I had one of the highest levels of mercury, which is why I became a detox type of doctor. Now, at 78, I see my future and that is to let people know that we have things like lobsters that don't age at all. Actually, your reproductive cells and your testes don't age, so we focus now on exciting science and an easy book everyone can buy cheaply would be *Telomere Time Bombs* by Ed Parks.

The real deep science is going to be when you go to Bill Andrews website because he is the scientist that came out of this whole field and I've been an anti-aging believer for 35 years. Thirty-five years ago I started doing research on anti-aging, but it never really hit me as heavy as it did when this really very bright 63-year old scientist, who left Jaron because they wanted to stay in the field of studying cancer remedies, and thinking more about attacking his own aging. At 63, he still runs 100-mile marathons every month.

What's interesting is this. When he left Jaron, everyone told him he was crazy. They said if you start playing around with telomeres if you mix them the cells are going to become immortal and you'll turn people on to having cancer and that was a logical belief. It's taken a few years to completely kill that and see now that in fact, cancer is a telomere deficiency disease. That's why it all came together. I've only been practicing 55 years, and I didn't know what I wanted to be when I grew up until last week. I really want to wake people up to the concept that you can easily live to 100-120 and when you think that some of the stress goes away because you don't have the time hurry anymore.

When I suddenly give you another 40 or 50 years, you can sit back and wonder wow, I wonder what I want to be when I'm 80. Maybe I want to be like Churchill and take up painting. It changes the whole thing.

Kevin: When you say telomere deficiency, you're talking about the length of the telomere?

Garry: Exactly. The tests in which we have many labs that measure... we always use the example, everyone knows what your shoelace looks like and if you have that plastic tip on the end of the lace then your shoelace works pretty good, but when it comes off you sure have trouble with those darn shoelaces. Well, the telomere is the end of the chromosome inside your nucleus and every time your cell divides, except for reproductive cells, you lose one more. You start with about 15k base pairs at the end of the telomere, by the time you're born you've already used up much and you're down to 10k.

The problem is most people when you're starting to get interested in aging you're down to 5000 or 6000, but that's the number of additional base pairs that are involved as your cell has to divide in order to continue doing our work and being youthful we have to make stem cells. So this entire thing is coming together in a big way and when I look at the depth of it, I can see why stem cells aren't yet where they might one day be and people shouldn't be pursuing that without understanding the basics. The basics are what you, Kevin and Robyn, are teaching when you get this idea of self-care, because we have to have more answers.

We live on a plated planet that's losing it's magnetic energy and sounds so expensive to figure out... what am I going to do about water? How am I going to clear the air? The particles in the air are giving us lead and mercury, it sounds so overwhelming to people to figure out which fight to fight. As we start getting ourselves into groups and waking up for this simple fact that there is actually a group of people that if you ask them a question, would you like to live to 100? A bunch of them have no interest and those are the people you shouldn't even be putting this in front of, because they have enough pessimism that for them this isn't a benefit it's a negative.

For those who jump at you and say I want to know more, those are the people that will help us solve, not just this selfish thing that you're going to live longer, but actually solve cancer and much disease because it turns out that that link to that telomere has a great deal to do with the efficiency of your body's ability to produce it's new cells that you have to do everyday. We make new brain cells everyday. It's how young we stay and yet that telomerase enzyme, and when you hear the word

enzyme, we all can think there's a story going around that enzymes need to work efficiently or you don't have efficient production of energy, like the entire electron transport chain inside of our cells.

That's why I got into chelation, because we knew that low level lead would actually wind up replacing zinc in a key enzyme and that key enzyme wouldn't work efficiently and the job of that cell was compromised because you didn't know how to deal with the simple fact that nature and her wisdom thinks the mother's life is worth more than the baby and nature in her wisdom dumps into the babies body as much lead and mercury as it can from the mother's body. Therefore, every baby born since the industrial revolution, all babies check for their baby bone lead levels average 1000 to 2000 times the level of lead that we had before the industrial age when we started mucking around with the earth and doing all this mining, polluting our air, etc.

Now, that's a given and I can't change that, but I can have people take oral chelation everyday and a little oral chelation, EDTA and vitamin C, garlic... there are lots of ways to solve the problem but if we do something than we tie up the bad guy that is interfering with the efficient ability of our body to regenerate itself. So it's pretty exciting to realize that things we already believed in, I wrote the book *The Omega 3 Miracle*, and it turns out that's a key factor in telomerase activation.

So is vitamin D, positive thinking and exercise which may come to the top of the pile and I can't get everybody to do everything, but I can always have those who are too sick to come to an office that has PEMF and we can give them an exercise on a mat that actually took one of my close friends, with a broken pelvis, who was told he needed to be three months in bed with total bed rest and a nurse and instead in less than a week they were walking fully to the store doing their own shopping, because we used the pulse electromagnetic field.

She was lucky enough to acquire a \$24k device and she could use it two hours twice a day. We've had many people that were scheduled for heart transplants, who wound up not needing those transplants. So, the magnet is nice but it has to fit in a context, that if you have an ankle that's not working or a knee, let's help you get that active so you can go back to dancing or playing tennis or whatever you like doing, because your body should be looked at as being as valuable as a 1930 Chevy, which somehow becomes worth \$100k when somebody takes care of it.

I think the Self-Care Revolution™ that you've got going here with the help of everyone, I think we can change the entire way the world looks at their body. If you realize that your body is designed for 120, and that's a minimum figure, the

possibilities are enormous. We just need to learn how to take care of the little things that start aging us much too fast, and often it's as simple as changing our diet and getting the bad stuff out and putting the good stuff in.

Robyn: We definitely have more questions specific to Pueraria mirifica, but since we know that our audience for the Self-Care Revolution™, that most people are between 30 and 60, give us your short list of what is most significant that people should add into their diet. Of course we know about whole real foods, but Pueraria mirifica isn't just for women as you already stated... I know from longevity from your company you can buy the best vitamin C and we have it here, the HRT with the Pueraria mirifica.

For people who don't want to take too much stuff, what are your top five most important?

Garry: That's great. Here's my answer. We wind up today having the simple test that anybody for \$.20 can have a strip of paper that has a little green on the end of it and tells you how much vitamin C is in your urine. I think people, when they can measure something will be much more excited about it. Where is this leading? It's leading to the simple fact that vitamin C is still something that most of us know something positive about it and in spite of big farmer trying to convince us that supplements will kill us, enough of us have been able to ignore their stupidity and we know vitamin C is good.

The question then becomes how much. If I take one supplement, just vitamin C, it turns out that until I, who was born with no stomach acid and couldn't handle any vitamin C supplement more than 1000 mg without going immediately to the toilet with diarrhea, explosive gas and stomach pain, I wound up helping stimulate the interest from a very bright person, who had worked in this field for years and we wound up with stomach friendly vitamin C that amazingly enough can be understood by a simple test.

For \$70 anyone can own a device that measures oxidated reduction potential. If you are lucky enough to get a vitamin C that has a negative orapy, it's already acting positively in your body, not upsetting the stomach and acting positively in your body, not upsetting the stomach and acting to slow down how fast we die, because technically everybody can look at a railroad track and say, you know, in a thousand years that railroad track is going to be all rusted and gone.

Your body is rusting away too but we have big words for it. We call it lipid

peroxidation, but we can measure how fast you are rusting away and that's malondialdehyde and the exciting this is that we know that within a short time, less than a year, doctors will be able to off you when you go to the office, you'll blow into a simple device and it will measure from your expired air whether or not you have lung cancer, because early warning is nice.

In addition, it will tell you how fast you're dying, because in your expired air are the end of products that we doctors have big names for, like deoxyguanosine, T-bars, bottom line if it's all gone to something like malondialdehyde that tells you the membranes of your cells which are composed of healthy good lipids like cholesterol, are breaking down too fast because you need more antioxidants and of course, vitamin C could be at the top of that. Between vitamin C and ZeoGold, which we've now been able to come out with the improved version of, which has in it the ability for water to release hydrogen and hydrogen is the ultimate electrode to stop how fast you and I are rusting.

So between vitamin C and ZeoGold, I'm starting an anti-aging revolution and I'm going to move doctors into the new age where already today the cell phone in your pocket, if you knew how to use it, is actually able to do an EKG for you and heart rate variability, right now without spending any money as virtually free apps. So, where I'm taking you is that we're going to empower everyone on how to know what's working for us, what's useful and beneficial. Our iPhone may become our best friend, because what I'm describing for you is a world in which they're now thinking that within a year or less, a simple drop of blood may suddenly be able to give us 1000 tests.

Why would I be in favor of that? Because then people would know the truth. They'd know if that crazy Dr. Gordon's HRT is good for them. Why does he want me to get ZeoGold? Is he out to get rich or is it because it takes the mercury out of my body? You'll be able to know, because tests are going to become affordable. We won't have to worry about Obama care. People will be doing these tests on their own nickel, because the price will plummet.

Already, remember what I just told you, your iPhone right now, instead of rushing to the ER thinking you're dying, you can download the app, get your EKG and email it to someone. With this power I've started out with a simple \$.20 stick that tells you how much vitamin C is in your urine. If we test everybody that comes to any doctor's office and say before we see you, please go in the room, step into the bathroom and wet on this piece of paper and let me see it. In 30 seconds it has to turn to a healthy color, because if it stays the same color it means you have an electron deficiency.

Big deal, what does that mean? It means that I have scurvy. It means you won't reach your maximum intended useful lifespan. Why not? Because vitamin C is a chelator. When it's going out in your urine it's helping pull out the lead that you got in that last breath of air you took or that last mouthful of food, because every mouthful of food provably can be measured to have lead mercury cadmium. When we had the industrial age we threw it in the air and it comes down in our water, food and air and it's challenging, whether or not you're ever going to be like the Bible and live 964 years. We may have totally corrupted the earth's population for that, but clearly experts agree that 120 is a totally achievable value at living, feeling better than you do today. That's the fun thing.

Kevin: Right.

Garry: As Dr. Ed Park has seen, when he gave TA65, which is just an anti-aging from an herb. This isn't big magic, they just identified from an herb a particular molecule that happened to be very strong at making the length on the end of your chromosomes repair itself so that you had more chances of having more new cells so you would live another 10-20 years. That's exciting. To see a guy's brain tumor go away by just doing that, which tied the entire picture together.

Until then they said wait a minute, if you're making me immortal, even technically estrogen is a growth factor which is why we're concerned about using the standard Premarin type of products, because it can increase coronary disease and breast cancer. Estrogen is a growth factor in your body, but that at the same time could be good, because when I give it to you in the form of c-perfection and put it on your face, your face ages more slowly and clearly it gets a glow and starts repairing itself.

So, we can take that negative, that estrogen related means growth but without growth you aren't going to reach your maximum intended useful lifespan. That's I'm so excited about Pueraria mirifica is because it gives you the benefits of estrogen which is another word for growth factor. It means I continue to make more new brain cells and sleep better. This is all documented because the lady at the head of the most prestigious university in Bangkok, and of course, I met with the Thailand research consul, because we wanted to make sure before we got the interest of the population of many countries, could we raise enough.

This seems to really grow in certain and specific areas. We needed to standardize it so we aren't holding out hope because always when something good comes along, somebody else will cheat and turn out another product saying it is this and it will do nothing. Then the product dies. We've spent 10 years on this project, but it's coming

to fruition and next year (2014) one of our most famous women doctors is going to bring the announcement, a whole book discussing this in a major television special about what we're talking about.

Here's where the rubber meets the road. We know that at Harvard they did something with a SERM-beta that was related to tamoxifen and the old mouse became young enough, instead of dying it became fertile and that's big news. Is there any idea that we can do anything like that with a human? The lady that's releasing this information is the head of OBGYN of a major university. She's going to tell you that practicing in that field that she sees women at age 75 who have been unable to have intercourse for 5-15 years because things have turned to sandpaper and she gives them what we call a local application on the labia and has them take it orally and she seems in a matter of months how the vagina takes on the characteristics of a 50-year old vagina.

So in other words, it has become 20 years younger. The muscle is back. The skin and mucosa, everything. So she's seeing evidence that this isn't some hairy fairytale that's never going to happen, it's happening now. This news is very big. If you know that any woman is suddenly able to be sexually active with enjoyment and no pain after 15-20 years when things didn't work, you have an idea that parts of the body are definitely getting younger. The people were telling me they're sleeping better, having more energy and more clear thoughts, are probably enjoying part of it and the thing is, tying it all together we now have the research that shows one of the ways the HRT (Pueraria mirifica) is working through TA telomerase activation.

We need to warn people that obviously it's part of the nature of the beast. There are going to be knock-offs that will claim to be the Thailand product. We have to get this at a particular time of the month, when the purple flower appears. We have to take this heavy gourd, part of which has no activity and we had to bring in the top company, bio botanical from New Jersey in America. They have been standardizing herbal products for years. They have a team of people and scientists that had to be incorporated into what we were doing with the MD, PhDs that I work with at the Thailand research consul, many of whom graduated from places like Johns Hopkins.

So, we have a good team on this program, but it took a lot to get it together and standardized and that's where we sit today. We have a safe product that may not meet a lot of women's needs because a lot of women aren't going to be happy being told, you mean I don't stop having menses when I'm 48 and when I'm 58 I'm still have menses and have to take precautions. That's the penalty you pay to stay young; sorry.

Kevin: That makes sense. You mentioned a few times this relationship to men and how they need estrogen in some form. Can you elaborate on that?

Garry: This is actually a powerful story. Only those people who would pull up the study, Dr. Finklestein at Harvard, released when he tied it directly to the men with the biggest metabolic syndrome and the largest abdomens, did he really analyze and realize these men that that huge abdomen sign is one of estrogen deficiency and now we're stuck. I, as a man, am taking both testosterone and getting the estrogen, but be careful. The estrogen I'm taking is a plant-base that works as a selective estrogen receptor modulator.

Why do we see 10 year olds fully sexually developed in America? Is it because we have a lot of estrogen mimics? Is bisphenol A and dioxin and PCBs, all these poisons that are in us, which is why Dr. Gordon puts everyone that's close to him on vitamin C and has them taking every day ZeoGold and trying to deal with it. Those poisons are actually estrogen mimics, so a young girl can be fully sexually developed at age 10.

However, the research we're now embarking on is to see, because it appears that it's a lock and key the good Lord gave to this planet, because it appears that this estrogen receptor is such a strong affinity to the human estrogen receptor that we think there's a possibility that it will knock-off the dioxins and PCBs that are confusing the picture. Look at how big the picture is.

I've only been practicing medicine 55 years, so when I got out of school what was the average sperm count? It was 140 million. What are we lucky to find in a young man today that wants to have a baby? We're lucky to find 40 million. So we've misplaced 100 million sperm haven't we? Where did we lose them? It has something to do with this little thing Dr. Gordon talks about, which is why I have everyone that's within the sound of my voice, daily on vitamin C and ZeoGold because we have toxins.

Even though I've spent my lifetime in trace minerals, lead- mercury- cadmium, and I have everyone on oral EDTA with my oral chelation, which thank goodness, we haven't had anyone to die of a heart attack in over 20 years, and I've cancelled bypasses. Even on patients who were told they would be dead meat tomorrow without a bypass, I simply challenge their doctors and tell them that maybe they don't know everything. I used to be in radiology and no one can tell you from an angiogram how soon you're going to die from a heart attack, because it is all bogus information.

Why do I say that? Because today we have pet scans which actually show you, by the

utilization of glucose, which part of your heart is actually starving, dead and not working. That is a totally different answer than what you get when you have poor people being liked to, that are told because your arteries look bad on the angiogram that we need to cut you open today. That is not what the facts are. The tiny vessels that collateralize keep you alive. I'm lucky, we only spent \$10 million in the early 60s to come up with a way to make my EDTA, which takes lead out of you every day of your life, so gently each day I'm cleaning you no matter how much bad stuff you eat and put in your body.

I added to it something that we found in the ocean that the body thought was heparin, because EDTA makes heparin work by mouth. When I found a related sulfated mucopolysaccharide that I was able to add to the oral product we call oral chelation, it allows me to take people off aspirin, plavix and off coumadin every day.

A patient I just finished doing a consultation with was 85 years old and was told by his doctor that he would be dead within two years and they had him on tons of nasty stuff. They said his liver and kidneys were failing, so his family decided to get a second opinion. Fortunately, they had been fooling around on their own spending time on my website studying my fight for your health program, food infection, genetics, heavy metal, hormone and toxins. On their own they already have the 85 year old on the golf course three times a week.

We've turned the picture around and have gotten him off almost all his drugs. They've done that by simply studying the information that I share to health professionals that join from my website the forum on anti-aging and chelation therapy, where I lay out my protocols for breast cancer, autism and heart disease. They're also studying where I have nice webinars with slides in PowerPoint trying to teach you how come wheat can be so bad and why is dairy dangerous and how come nobody can reach their maximum intended useful lifespan if you don't buy your fish oil.

I always talk about wood plant oil, like primrose and fish oil together, as part of the nine pills that I call my safe answer to bypass surgery. It's convenient. You take nine pills twice a day and you tell the surgeon to have a nice day, because whatever he's telling you is stuck with a problem, he doesn't know when you're going to die of a heart attack and he's selling you an operation. The textbook called vulnerable plaque, from the American Heart Association, which was edited by Dr. Valentine Fuster, head of Cardiology at Columbia, suggests that much of what these doctors are selling people is unnecessary.

In other words, some people say maybe 10% of the bypass is still warranted, but I carry it to maybe 1%. I haven't had anybody die to my knowledge and we have doctors all around the world prescribing oral chelation, so you'd think if we had deaths someone would call up and say Dr. Gordon your stuff isn't working, people are dying left and right, but we don't get phone calls. So I think the \$10 million we spent in the 60s with Lester Morrison at the Loma Linda Research Institute called Arterial Sclerosis is where we eliminated that cause of death.

So, if you aren't going to die of a heart attack or stroke, which we got rid of, the next issue is how do you eliminate cancer? We did that with a blood test that's done once a year and with 10k patients, 10 years and not one died of cancer. That's what I call my fight program and now you're down to, how are you going to make sure that you don't lose your brain, because if I can stop cancer and heart disease, what can I do to protect your brain with all this bad stuff that's out there? That's one of the reasons I'm excited about the HRT, because we never saw anything protect the brain against free radicals any better. We all know, for example, if you eat turmeric or take curcumin capsules that you're getting... and Dr. Barack Hagarall has 500 published articles... this is very protective of your brain and I'm in favor of curry.

I'm looking for things like that it just happened that amazingly enough in our studies the HRT seemed to be even stronger. That doesn't mean I wouldn't take the curcumin too because we are all challenged daily by toxins which none of us really have our arms around, because insurance companies aren't going to pay Mt. Sinai School of Medicine their \$4900 fee which they charge for measuring 220 toxins in the blood of every human being. They have never found anyone ever pass the test. The government CDC has done a similar study under Haynes, so these studies are well known.

Nobody can afford that. You don't know your level of polybrominated diphenyl ether, but if you did know you'd want to know where it came from. It's a flame retardant and it's in all of us.

Robyn: To go back to the question about the five most important things.

1. Vitamin C
2. ZeoGold
3. Chelation (pack of nine pills w/EDTA and garlic)

4. Turmeric

5. Pueraria mirifica

Garry: That's a powerful selection. The thing is, when we formally get more people up to speed, because believe me there's a revolution in laboratory medicine coming. This one lady says she'll be able to do 1000 tests with a drop of blood. So the point is we'll have a very informed patient/client/friend that we're moving into this self-care and they will select what they feel is their big area and then you can move into it, because in all honesty I tell everyone what I take. I'm expensive to keep alive, but having been born sick, so much so that I couldn't even go up a flight of stairs in medical school without getting into congestive heart failure.

I could never catch a ball and had so much mercury my coordination was off. I have no stomach acids so my magnesium levels were low and as the favorite patient of a chiropractor with my neck stuck on my shoulder and the more they treated me the worse I got, because I wasn't absorbing magnesium. As the game plays out, our knowledge base in what I call advanced medicine or restorative medicine, regenerative medicine, functional medicine, whatever we call it, I just cut to the quick.

When I was the co-founder of ACAM American College for Advancement in Medicine, my fellow founders were too bashful to call it the American College of Advanced Medicine, so they changed the words to say advancement, but I don't bother with the details. All of us need to start practicing advanced medicine because knowledge is doubling in any field every two years, so whoever was the expert yesterday in blah-blah disease, is 50% wrong today if they continue going to meetings. That's why I'm compulsive. I leave tomorrow to go to another medical conference and I am at a conference two-three times a week and the rest of the time I'm on the Internet trying to keep up.

It's exciting times to live in.

Kevin: Tell us again what your website is.

Garry: It's GordonResearch.com. When they get there, there are areas to go through. Under media/webinars there's a talk on how laser made our treatment of ovarian cancer 100% successful. There are different webinars on different topics. We had people who were ready to go to assisted living to instead going back to driving their own cars. So, whatever we do I do webinars, but on the website on the left it says

energy medicine and if you click on that and you'll see things like low level laser with all the research papers, showing how this works through nitric oxide.

You can put this guaranteed money back device in your nose and next to that is the word fact. If you click on that it asks you who you are. If you are a health professional, and I just had a caregiver for an elderly man that was a more competent healthcare professional than most of the nurses I talk to. They were there to keep that patient from having to die. He was told to go home and die and instead she has him playing golf, because she found people she respects and checked out my site and spent time on Jonathan Wright's website and decided to put a program together.

It's thrilling that knowledge as we're trying to do with the Self-Care Revolution™ is going to empower people.

They brought me in five months after the event. This is my first consultation, I've never talked to him before and he's already on my programs and has read about why he needs to get off coumadin and he's on his own. He's used my website to find out why he has to avoid the wheat and be off the dairy. At the age of 85 when they tell you you're going to be dead in two years, do you think that's too late to change right? It's not.

Kevin: Again, for this particular herb we're talking about, Pueraria mirifica.

Garry: Yes. The herbal knowledge, I have to admit I had not studied it as much as I needed to. I was just at the restorative medicine conference and was blown away by David Windsor, who is apparently full-blooded Native American and has studied this, his entire life. He was a walking encyclopedia. It was fun being around people that know their field, because I am an ortho molecular physical, having been trained with people like Emmanuel Sheraskin and Abraham Hoffer.

I can argue with you in detail about any vitamin, amino acid, fatty acid or mineral, but the herbs I was getting up to speed on. It's amazing that I would be spending my time over the last 10 years going to Bangkok to learn about an answer and having been a horse lover it was easy for me to fall in love with putting Premarin out of business. So I've spent all this time becoming knowledgeable about the safety, efficacy and having the high level meetings to try to make this possible for a revolution that every woman no longer has to fear menopause. It is now eliminated.

There is no menopause. Breast cancer and dementia too are a think of the past.

Robyn: That's so amazing with this *Pueraria mirifica*, that you can feel confident to take that alone. For many of these things we worry about with estrogen replacement hormones like Premarin, are most of the women that are post menopausal, do you recommend the *Pueraria mirifica* and progesterone?

Garry: Always. The reason I like more doctors to study more about hormones is because like Terry Herthog in Belgium, I think he's crazy because he takes 15 different hormones, but I have to admit he looks really good. I'm on my DHEA each day and then I take beyond growth hormone support and we did find a way that releases your own growth hormone without having to take a shot, so we don't use the Tribulus everybody else uses.

I use some unusual things because I travel extensively to other countries, so basically I don't jump into this idea that everybody needs to take shots of growth hormone but at the same time, I want to be able to open the door when I'm 90 and I have to have muscle power, so I have to be anabolic. Therefore, I take beyond growth hormone support everyday and you sleep. It definitely releases your growth hormone. People definitely go into a deeper sleep. The people that let's you know it works, anybody who does repetitive exercise of any kind if they're an athlete, you give them the bottle and they don't care what it costs.

We charge as much as \$150 and at the end of the month when that guy can do 5% more reps, 10% more of something he's been doing for 10 years, you can't take him off it because he knows he has the real deal. I'm laying out that DHEA, across the board, the more we learn how many people need thyroid? It's frightening because I have good friends that I respect to say oh my gosh, don't take that much iodine. I've seen research and it looks persuasive and at the same time, people as knowledgeable and I have studied thyroid for 40-50 years, I became aware from the bariatric point of view that thyroid was safe.

I was worried because so many weight doctors gave people lots of thyroid, so I'd go see the world's experts on endocrinology and say they're giving so much, isn't that going to harm people? The top people would say no. They stop if the body comes back and you've just probably made them live longer, so it's interesting because doctors are afraid to prescribe thyroid unless you fail your tests and the test isn't right because it's a lousy test for who needs thyroid.

So, as you begin to become a hormone type doctor, *Pueraria mirifica*, progesterone, DHEA, testosterone, growth hormone, thyroid, it begins to become an entire symphony, that when you're playing the whole picture and it's sad because I have

knowledgeable friends that will admit that if you optimize the person's health, probably 80% of people would be getting two grains of thyroid supplement. However, medical boards don't agree with that and you have to read the book *Type II Hypothyroidism* by Mark Starr and you have to know your topic so your medical board is comfortable and shut up, otherwise doctors are punished for giving it to people when it's undoubtedly helped the patient's life.

Doctors have to take the time to learn all this. If there's a webinar I'm on it. I am an information-a-holic because the good Lord gave me health challenges. Everything was wrong with my body when I was born. I was cross-eyed and stuttered. I couldn't talk. I was shy. I had everything and it was really a challenge, that now at 78 I want to have some good years on the far end. I'm focused on how many more good years I have since I didn't have good years in the beginning.

Robyn: Wow! That ties into make no mistakes. Your life story, if you were born perfect than we wouldn't have the amazing Garry Gordon with us.

Garry: Can you imagine, at age 29 having to close my medical practice? I was so sick. I collapsed and was smart enough not to let those doctors get hold of me, so I didn't go to the hospital. But I was sick that they brought my patients in Forest Hills, California into one room because I couldn't go from room to room. Finally, I realized I had to give it up. We closed the office and I wound up getting the opportunity to study radiology, which was convenient for me because you could sit.

That led me to see how lousy the care is that they give people. If they work you up for hypertension they do a study and darn near kill you with dye and never help one case of hypertension. My take, having worked at the wonderful medical center in San Francisco, is I want no part. Main stream medicine is obviously what I need when I get hit by a train, but let me out of there as soon as possible after that.

Kevin: One question here is the relationship... speak more about Pueraria mirifica... does it have any side effects?

Robyn: Does it increase your breast size?

Garry: That's a wonderful question. We do have a serum and yes there's no question, and we believe that's the reason it's so powerful when we give the face product out, c-perfection, and it seems to be a collagenous inhibitor. So think of it this way, your breast firms up but it's not estrogen. There are two sides of it. I'm loathed to bring it up because too many women are going to assume that this must mean they'll get

breast cancer. It turns out the breast firms up in everybody and at the same time it's because it's preventing how rapidly the collagen is being turned over, so you're inhibiting collagenase so the collagen is the tissue that gives you firmness.

It's doing the same for your face, but that's a great question and I'm glad you asked. When I'm with Dr. Sushenda in Bangkok, she has a computer where she has full-time post docs working with her, one that totally shows how this will prevent COPD. It's unbelievable. She is just a scientist and wants to be sure and before we helped popularize this, she had to be sure there were no down sides. Her computer is loaded with so many research papers and some of those people have moved on to Johns Hopkins because the quality of their research is so good.

It's like let me tell you with a guy that did the mouse study for Harvard. I understand he's now been made the head of MD Anderson. When you do good research doors open up to you.

Robyn: This is invaluable information in this hour. We're coming to the end of our hour with you. Thanks for sharing way beyond the actual topic of just the *Pueraria mirifica*, which is exciting for people to know. It's something we do carry at Santa Fe Soul Health and Healing Center. It's great for women, who are of the menopausal age, getting hot flashes and worrying about their bones. They don't want to take bone medications, which are scary, beyond belief.

Garry: No one will ever need them again with this. There's a down side. When women are having lots of hot flashes, I was trained that we need to get them off the wrong diet and let their liver start functioning better, because that is not its primary purpose. Its primary purpose is to mean that you get to reach your maximum intended useful lifespan, having a healthy body with no osteoporosis, dementia and no cancer. It is not primarily designed to just stop hot flashes. Some women said it worked and some said it didn't, so I don't want that to be the gauge.

I want women to be smart enough to study this, because when you're talking about what you're going to look like at 70-80-90 and sometimes hot flashes are going to require you getting your whole body working more efficiently, including your liver, changing your diet, exercise and more.

Robyn: Thank you for clarifying. That's the comprehensive picture of how you age, along with the top five that we went through very comprehensively. So if you're interested in any of these products contact us at SantaFeSoul.com. Self-Care Revolutionaries, please pass on this good news of the empowerment of this

revolution as Dr. Gordon mentioned. I was thinking about when you said Obama Care that we should say self-care not Obama Care. That's a good bumper sticker right?

Garry: I like that.

Robyn: We need to get that going. Thank you for your time today. We'll get this information out to the masses on our list for people to hear what you have to say from all your life experiences. You're very hopeful about the future too, which is fabulous. To think of what you said, that with a single drop of blood that over 1000 things can be determined about a person's health.

Garry: Right.

Robyn: That's awesome. This is exciting news about our longevity when we think about that known fact that there's a lot of great technology at work. Also, the PEMF 100, something else you've mentioned, we carry that here at Santa Fe Soul. You can go online and get it. Thank you again, we appreciate you being here with us.

Garry: Thank you for having me.

Robyn: Thanks again. Take care.

Kevin: Thank you.

Garry: Thank you both. Keep up your great work. Love you.

[End of Interview]

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WANT TO GROW YOUNGER?

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Robyn: Hello everyone and, yes, you have the power to take care of yourself. It's month 10 of the Self-Care Revolution™ where we've been exploring with amazing speakers how to be fabulous at any age. My name is Robyn Benson. I'm a Doctor of Oriental Medicine, the founder of Santa Fe Soul. I am so grateful to be here with all of you and just thrilled that this Self-Care community has grown and want to welcome all the new people that are with us today. I'm here with...

Harmony: Harmony West. I'm a Self-Care Coach here at Santa Fe Soul. I practice energy medicine, balancing, parent coaching and run women and girls' circles.

Robyn: And...

Kevin: I'm Kevin Snow the Intuitive Counselor at Santa Fe Soul, affectionately known as the Desert Shaman, and I am excited to be growing younger on this call with Ellen today.

Robyn: I could hear it in your voice, Kevin.

Kevin: Yes.

Robyn: Wow! Woo-hoo! So for all of you that are joining us for the very first time, we have been going very strong with our 12-month series. We started out with thought and food as medicine, month five, where Harmony is one of our speakers. It was all about earthing, electro sanitizing your life and growing your own garden. We also had a month that was devoted to exercise as medicine. Last month was all about power of community and, as I mentioned, this month be fabulous at any age.

Just as an extra bonus to all of you, we did a live stream and we do one for each month at our center. So Santa Fe Soul is the home of 30 practitioners where we offer over 50 different services, cutting-edge technologies, we have massage therapists, chiropractors, coaches, you name it we have it here. This is a building that was actually built in 2004 and opened in 2005 and so we invite you all to come here and

be part of the energy of Santa Fe Soul. The purpose, the 'why' of the Self-Care Revolution™, well, Kevin, why don't you go into it. What's our mission vision?

Kevin: Oh, absolutely. The mission vision is to touch a billion lives and we really do believe this. We really do believe that this message of the Self-Care Revolution™ and what we are doing at Santa Fe Soul are aligned and really in purpose of all the speakers that we have, as well. We have these amazing speakers, like Ellen today, who really is going to touch your life in a way that is going to energize you and make you feel younger and more wanting to live.

Robyn: Woo-hoo! Without further ado, I'm going to interview and introduce this amazing woman, along with Harmony and Kevin. It's usually Kevin and I, but we love to bring people in. Kevin, we kind of get to hog all of these amazing speakers, don't we? We've got to share the goodness because we get bounced around. We're so uplifted after we get these messages, so we wanted to bring beautiful Harmony to the call today.

Kevin: Awesome.

Robyn: So, Ellen Wood, this award-winning author, speaker and columnist is one of the leading pioneers of age-reversing consciousness. It was 40 years ago that Ellen discovered the power of mind-spirit techniques and applied them successfully in her relationships, career and self-actualization. Then came a turning point in her life, she watched her mother waste away with Alzheimer's. Several years later she noticed she was experiencing mental decline similar to the early signs of Alzheimer's. Her distress became the wakeup call of a lifetime. Ellen realized she could use the same techniques that had transformed other areas of her life to change her aging process.

In 2004, Ellen began evolving her Grow Younger Program of mind-spirit practices by adding action steps to the body, as well. She faithfully follows her own advice and Ellen now enjoys a clear, sharp mind and a strong, healthy body. As a carrier of the Alzheimer's gene APOE-e4, Ellen is proving she can keep that gene in the off position with practices that strengthen and invigorate mind, body and spirit. We'll find out how old she is during our interview today. Be prepared, her enthusiasm and joy is contagious. That's for sure.

Kevin: Or how young she is.

Robyn: Exactly. Ellen's book *Think and Grow Young: Powerful Steps to Create a Life of Joy* won the GOLD Nautilus Book Award and has been endorsed by Marianne

Williamson, Barbara De Angelis, Terry Grossman, David Simon, Larry Dossey, Richard Moss and many others. Norm Shealy, who wrote the foreword, had this to say about her book, *“Ellen Wood has integrated this century of positive thinking and its effect upon health to the next level – its power not only to retard aging but to reverse it.”*

Ellen wasn't always writing and giving talks about growing younger, she had a high-powered corporate career as director of marketing and sales for a large east coast bank and then a consultant to the banking industry. Ellen was the first female chairman of the Bank of the Hunterdon County Chamber of Commerce. Welcome, we love having you here.

Ellen: Thank you. You talk about energizing, when you put that music on you've got the power. I'm sitting here at my desk on my ball and I'm jumping up and down to 'You Got the Power'. Anyway, I am delighted to be here with you. Thank you so much for inviting me.

Robyn: Oh, my goodness. Harmony, do you want to start out with the first question?

Harmony: Sure. Ellen, tell us, what is your Grow Young Program all about?

Ellen: Well, Harmony, it's a powerful step-by-step program and 12-body, mind, spirit, daily practices that will help you grow younger and feel more joyful. It's about doing heavy-duty inner work and creating new lifestyle habits. I know that people are busy and these daily practices don't take a lot of time, but you can reap big results. Some of them take no time at all. That's basically what it's about. That's the program that I do every day.

Robyn: But, Ellen, we can't really grow younger, can we? Really?

Ellen: Okay. Well, I'm going to tell you if you can conceive of it that's the first step. You know our society has been handicapped because every generation believes that growing older is grim, that we progressively deteriorate, that it's often painful and that there's no way to avoid it. Well, not too many decades ago everybody believed that people couldn't fly and then little by little a few forward thinkers refused to believe that flying was impossible and instead they figured out how to do it.

Science is now revealing new exciting things about our bodies and our minds. Scientists used to believe and, frankly, many still do, that our genes determine what happens to our cells and that our DNA is preprogrammed to cause all those changes that make us grow old. Well, now scientists in cell biology are finding that human

consciousness plays a very important role in what happens to our cells and that each new experience we have triggers genetic changes in our body. I'm sure you know about Dr. Bruce Lipton.

Robyn: Oh, absolutely.

Ellen: Yes. For those who aren't familiar with him, he's the best-selling author of *Biology of Belief*. He's also a friend of mine. He says that the mind can turn our genes on and off. His research proves that genes are merely blueprints and it's the environment outside the cell that determines how healthy we're going to be and how long we're going to live. In fact, Dr. Larry Dossey actually lives in Santa Fe.

Robyn: Yes, he's a friend of ours. He was also a speaker at our live Self-Care Revolution™ Bliss Event in June of this year.

Ellen: He's fabulous, he and his wife Barbara both. Larry has told me that there are numerous studies that show that the most accurate predictor of longevity is what a person thinks of their own health. Later on I'll tell you about some studies that say yes, we can grow younger and it's coming faster than you think. It's extremely exciting.

Robyn: So the most accurate predictor of...say it again.

Ellen: Longevity.

Robyn: Is what one thinks about their health.

Ellen: Right, what somebody thinks about their own health. Now, frankly, often they are influenced by what the doctor has to say and doctors have to be extremely careful. I had pancreatitis and my doctor didn't want to let me out of the hospital because my lipase numbers didn't go down. She finally said if you go to a gastroenterologist in Santa Fe I will let you get out of here. When I went to see him I was with my daughter, Summer, and he said I looked at your records. He pointed at me and said your pancreas is never going to work again. I crossed one finger over the other like they do with vampires and I said don't put that into my mind. Don't say that. I decided I was going to cure myself.

This is not what I planned to talk about, but anyway I kept telling my pancreas I love you pancreas. Thank you pancreas for all you do for me and so forth. Six months later I took another MRI and I went in and he said here, read this. He handed me this sheet of paper and I read my pancreas was perfect.

Harmony: Ellen, but you do that. Most people don't know that someone in a position of authority telling you that, it goes right into your subconscious and you just stick with it.

Ellen: Absolutely. The person who is mostly telling you that you're not good enough or things aren't going right for you is yourself. The average person talks to themselves 300 to 1,000 words a minute and a lot of that is negative. That's why one of my daily practices is to observe your thoughts. It's the one that takes no time at all.

Robyn: So what is that practice?

Ellen: Well, it's doing affirmations. It's saying affirmations. You want to clarify your goals. I don't know if you've heard of Dr. Rick Hanson, he wrote *Buddha's Brain*. He's a neuroscientist and he talks about how the brain evolved with a negativity bias. In other words, he calls it Velcro for negative experiences and Teflon for positive. So we hang on to the negative ones and we let go quickly of the positive things that we say, hear and tell ourselves. Just as healthy foods build your body, your brain is built from experiences you have and what you're saying to yourself.

Émile Coué, he's a Frenchman and he was a pharmacist, he introduced the concept of affirmations and the one that he used with remarkable results in documented hearings is "Every day, in every way, I am getting better and better." What I recommend is that once a day you write your affirmation seven times. You can make it up yourself or you can say every day, in every way, I am getting better and better, but just take one part of something that you want.

Let's say you want a healthy body and mind and you want your brain to work well, just say my brain works extremely well or my mind is agile or my memory is sharp. What you do is write it seven times, four times with your dominant hand, twice with your non-dominant hand and then one more time with your dominant hand for a total of seven. That helps to absorb it into your subconscious mind.

You might want to mention that I'm giving a gift today, an mp3 of track 3 of my Affirmations to Grow Younger. The thing is that your subconscious mind doesn't know the difference between real and imagined. So even though you might catch yourself saying oh, I don't like the way my face looks, I'm getting wrinkles or oh, I forgot where I keep my glasses, just keep repeating your affirmation because, again, as I said, your subconscious mind doesn't know the difference between real or imagined and you can get it to be embedded into your subconscious mind.

Kevin: I love these little cards you have on your website. The reminder cards for the affirmations, I think they're great.

Ellen: Thank you. They help me so much. I wrote one up that says what am I thinking right now? Then there's the one that says... Read that to me, Kevin. What does that one say?

Kevin: Thank God I'm young and healthy.

Ellen: Oh, yes. That one that says thank God I'm young and healthy, if you turn that around it says it's a good thing I'm young and healthy.

Kevin: Nice.

Ellen: When I give talks I give those to the audience free with what I call a pinchy holder that holds a card. I give them out at my talks and I ask the audience which side do you prefer, it's a good thing I'm young and healthy or thank God I'm young and healthy and what always happens is it's about 80 to 20. Eighty percent prefer the thank God I'm young and healthy.

Kevin: Nice. That is nice. The other one says I practice Tibetans and grow younger. I'm very curious about Tibetans and I was wondering if you could say a little bit about what they are and what the benefit is of them.

Ellen: Okay, I'd love to. They are my greatest secret for youthfulness. They're a secret because most people don't know about them. They're physical movements. They're similar to yoga, but not really. They're supposed to make you grow younger and they really, really work. They were developed by Tibetan monks about 2,500 years ago and they were kept secret in those monasteries because they were considered to be a path to higher consciousness. Besides the benefit of that, they provided youthfulness, vitality and virility. These were for only for the men in the early days.

They are not physical fitness exercises. They affect the body, mind and emotions and they activate key energy centers in the body. Peter Kelder brought them to the west with his book called *Ancient Secrets of the Fountain of Youth*. On my website HowtoGrowYounger.com it says Tibetan Rights of Rejuvenation and if you click on that you'll see a YouTube video of how to do them. Bear in mind that the way I show how to do them is based on a recently-discovered manuscript by Peter Kelder that talk about doing them more slowly. It says that the whole purpose is to get your seven

vortexes spinning at the same rate of speed – that of a robust 25-year-old.

These are not the seven chakras that we're familiar with. There are two in the brain, one in the throat, one in the right side of the waist, one in your sexual center and one in each knee. You start by doing just three of each a day, which will take you a total of three minutes, and you work up to 21 of each. You have to do 21 of each. So, any questions on the Tibetan Rights? I love them. I love them, I do them every day.

Kevin: I like that you said to do them slowly. They appear to be like Yoga, but I think what you're describing is good. They're not actual yoga asanas and that the movement is really important in them.

Ellen: Right, exactly. In my next book I'm going to have a whole chapter on how to do them, including when to tense your muscles, which Peter Kelder talks about, and when to breathe, which he doesn't talk about but what I've been inspired to do.

Kevin: Excellent.

Robyn: So, Ellen, I'm really curious about your journey when you first tested positive for the Alzheimer's gene, what that experience was like and how you went from that point in time to where you are now. Also, what do you recommend for people who are concerned about memory loss?

Ellen: Okay. First of all, I had a really difficult period in my life back around 1992. I was working for a bank in marketing, you know, they wouldn't let me near the money. I had a high-powered executive job that became insanely stressful because we were going through another merger, but this time we were being bought. Two of my colleagues in executive management dropped dread worrying about whether they'd keep their jobs or not. They didn't even get a chance to say goodbye to their families. None of us kept our job.

Shortly after that a routine mammogram turned up breast cancer and I really believe it was from the stress. No one will ever convince me it wasn't from the stress. Then I got another whammy when my mother was diagnosed with Alzheimer's. It had been coming on for years, but now she couldn't take care of herself any longer and so she went to live with my sister for a year and then she lived in a nursing home for over three years.

After mom died I began to worry that the same thing was going to happen to me. I'd read a lot about Alzheimer's. It's hereditary and the more I kept focusing on it, the

more I found my own mind slipping. My short-term memory became incredibly fragile and it was difficult. People would tell me that I had done something that I couldn't remember having done and I mean like last week. Then my tongue kept tripping on words, if I could even find the word. That's when my kids got so worried about me that they sent me to the doctor for testing.

Now, this is not the genetic test that I had three years ago to find out if I have the Alzheimer's gene, which I do, this was back in 1999 when the Alzheimer's test was a series of questions that the doctor would ask the patient. The questions were what year is it, who is president of the United States and other questions like that. Because I was able to answer those questions he didn't diagnose Alzheimer's, but I knew something was wrong.

It wasn't until nine years ago that I got this aha moment. As a matter of fact, I was cleaning out the garage at the time and I realized that my thoughts and beliefs are creating a life for me that I did not want. That's when I decided that I was going to not only stop the aging process and help my mind and body, but I was going to actually grow younger.

I was doing this just for myself, so I adapted those mind-spirit practices that I had been using so successfully. It never occurred to me to use them to grow younger, but I put together action steps for the body, as well, just for me. The results were so spectacular that I just had to share it and that's why I wrote my first book, which is *Think and Grow Young*.

Harmony: Ellen, did you just start noticing a change right away?

Ellen: It took a couple of months. I didn't have all of these practices that are in my second book. I didn't have all of them in the beginning. Over the years I have eliminated some, added some and refined some and I'll tell you my mind is so much clearer and sharper, my body is stronger and I have more energy, flexibility and stamina than I had even 30 years ago. I've kept that breast cancer from recurring since 1992 and my fingers don't hurt anymore. I got that genetic test three years ago and found out that I do have the Alzheimer's gene and I plan to keep that in the off position.

You asked about what I recommend for memory loss. I would say that the number one aging factor for your body, your brain, for everything, is stress. We all have challenges and we have stress. We have some good stress like you get on your wedding day and we have bad stress like when you don't know where your teenage

son is and it's after midnight, but it's how we handle that stress that matters. I know I'm preaching to the choir, but we need to do these practices that will help to eliminate stress or to manage the stress so that instead of reacting to something we can learn to actually respond in a clear, calm manner.

So for somebody with memory loss, number one, meditate, limit sugar to 15 grams, physical exercise, brain exercises. I do [Lumosity.com](https://www.lumosity.com), those brain games every day, and supplements. Because I'm not a doctor or a healthcare practitioner I can't actually recommend, but I will say ask your healthcare practitioner about Jarrow PS100 (phosphatidylserine) and also getting phosphatidylcholine and vinpocetine.

Now, my anti-aging doctor, Dr. Terry Grossman, he's in Denver, Colorado, told me that he also has the Alzheimer's gene, but he has two copies of it, one from his mother and one from his father. He told me to get on the vinpocetine and the others. So I think it would be a good thing to ask your doctor about those.

Kevin: What are some of the foods that you think are contributing to lack of brain health or deterioration in thought?

Ellen: Okay. Well, besides all the normal things like eat healthy whole foods and so forth, the one daily practice I have, and I have this checklist that I check it off, is to limit sugar to 15 grams because the most damaging thing that you can eat is sugar. It's literally killing your brain. Just recently scientists have started calling Alzheimer's diabetes Type 3. It's so important to limit sugar. Sugar causes wrinkles. It harms our immune system. It's a major factor in inflammation and it can cause arthritis, gastritis, colitis and dermatitis. All those 'itises' can be caused by sugar.

Dr. Grossman told me no more than 15 grams a day and he said, preferably, 5 grams after each meal. So the best thing to do when you go to the supermarket is to check the number of grams. Something like yogurt can vary by 40 grams, so it's very important to look at the number of grams. Now, I don't count the grams in whole fruit because the fiber in fruit mitigates the sugar. So I recommend smoothies where you have the whole fruit in it. Not juice because juice can really explode the number of grams.

It's so important to look at the packages of everything. Canned beans, look at the number of grams of sugar. The packages will have the amount of sugar in grams in them and that's what you need to look at. That's the most damaging thing you can eat and that's number one in my second book – limit sugar to 15 grams a day. Also, what you can do if you love sugar like I do is use Stevia or, my new favorite, coconut nectar,

very low glycemic index. Have you heard of coconut nectar?

Robyn: Yes.

Ellen: It doesn't taste like coconut. It's more like syrup.

Robyn: Coconut Secrets, the company that makes the coconut amino acids and they make the nectar, they're great. Yes, they have fabulous products.

Ellen: Yes, I think it's called Coconut Bliss and it is bliss because I can have ice cream and so forth. I think that's, of course, my pancreatitis; although, my new doctor, this one in Taos, he has Superhealth Medical, he told me that the number one cause of pancreatitis is parasites and I had been to Tibet. Anyway, the good substitutes are Stevia and coconut nectar. But don't try to make ice cream with Stevia liquid, it doesn't work. I know I tried it three times. It does work with Stevia powder, though.

Harmony: You're really trying to make healthy ice cream, ha?

Ellen: I'm really trying to make it, yes.

Harmony: Are there any mind-spirit practices you can teach us, Ellen, that you love?

Ellen: Okay. Well, the cornerstone of my program is changing your thought patterns. Now, changing the thought patterns begins with observing your thoughts where you don't judge them, this is a good thought, this is a bad thought. You're not changing your thoughts, but you're observing them. This takes absolutely no time at all because you find the time when you're doing something mindlessly where you don't need your conscious mind.

The best time is when you're brushing your teeth. You don't need your conscious mind to brush your teeth, it's all muscle memory. If you needed your conscious mind you'd have to say to yourself now I pick up my toothbrush. Now I hold it under the water. Now I take the lid off the toothpaste. No, you don't need to do that. You just need to put a little reminder for yourself on the mirror and while you're brushing your teeth just be aware of what you're thinking.

Try to do that for 21 days in a row and then just watch without judgment. It's all muscle memory. It doesn't take any time at all because while you're watching your thoughts your also getting your teeth brushed. That's one of the heart and mind daily practices. Would you like to hear about one that takes two minutes a day?

Robyn: Yes, but if I could I just want to say that it's so powerful. What you're doing is supporting people in spending two minutes a day just paying attention to their thoughts. I mean I don't know how this is measured, Ellen, but I've read that the average person has 50 to 60,000 thoughts a day. Most of them are negative and regurgitated, so we are swimming in the kaka of our own minds.

Harmony: I love that.

Robyn: So two minutes then becomes two more minutes, becomes two more minutes, then you become mindful of your thoughts.

Ellen: Exactly. I heard it in another way, but it's the same thing. Three hundred to 1,000 words a minutes your mind is talking to you, but it's the same thing. What we want to do is get to the mindfulness. You're absolutely, absolutely right.

Robyn: Beautiful. Okay, yeah, teach us another that takes two minutes.

Ellen: Okay. Well, this is another one for the body.

Robyn: Okay.

Ellen: It's to get rid of dead skin cells and help your lymphatic filtration system do its job and it's dry brush your skin. People think it's just for cosmetic reasons, but it actually does help your lymphatic system get rid of toxins in your body. I want to tell how to do it, but first of all let me tell you what kind of brush. You get a good one with natural bristles and a long handle to reach your back. You're probably going to be doing this yourself because a lover could get distracted.

What you're going to do is always brush towards your heart. So you start on the bottoms of your feet and you brush up in long strokes. Brush up your leg and while you're brushing each part of your body do it mindfully. In other words, thank the part of your body. Thank you, leg, for carrying me around. While I'm talking to you with my hand I'm pretending I'm brushing my leg. Thank you, leg, for carrying me around. Thank you, foot, for balancing me.

If you're doing it for the first time do it every other day and do it very gently. You don't want to stir up the toxins too much. You want to then follow up with my favorite moisturizer. I have to tell you that on my website on the video I talk about my favorite moisturizer and it's not the one I'm about to tell you about. The one on my website talks about castor oil with lavender, frankincense and water, which is still very good. It's very good for the skin. But one that I discovered about a year ago is

rosehip seed oil and carrot seed essential oil. Have you heard of those?

Robyn: Yes. I've heard of rosehip, but not with the carrot seed.

Ellen: Carrot seed essential oil is a clear favorite in the current research. It rejuvenates mature skin, it combats wrinkles and age spots and it's made from the seed of the wild carrot. Have you ever seen a Queen Anne's lace?

Robyn: Yes.

Ellen: Yes? Well, that's what it is and it's high in antioxidants.

Robyn: Wild carrot is Queen Anne's lace.

Ellen: Yes. Well, it's not the Queen Anne's lace that we see on the top it's the seed of that wild carrot. Anyway, that's the wild carrot. Now, I can't say that it has absolutely combated wrinkles and age spots, but it's a dry oil. The rosehip seed is the carrier oil and rosehip seed is from Chile. It's grown in the shadow of the Andes Mountains. They did a study in 1983 that showed that rosehip seed oil lessened the appearance of scars and aging. Then in 1988 two scientists identified retinoic acid in that rosehip oil that was responsible for those improvements. Get an eight-ounce bottle of rosehip seed oil and add about 20 drops of the carrot seed essential oil, shake it up and use it. Try it. I love it. It's great on my skin.

Robyn: I'm writing this down because I want my face to look younger than it does. Ellen, thank you.

Ellen: I'm sure with the work that you're doing that's the most important thing. You're happy. You're helping others. That's the most important thing.

Robyn: Well, you know, we did a live stream last night. There were half a dozen of us at Santa Fe Soul talking about being fabulous at any age and one of our practitioners was talking about passion and how important that is to really keep you youthful and that's what you're saying.

Ellen: Yes, absolutely, it's your passion. People can do things to help other people and that's wonderful, but when you can do things to help other people like you are that involves passion, your passions and you give that to them because our emotions are contagious. They have scientifically proven that emotions are contagious. That's why it's very difficult for caregivers, especially caregivers of people with dementia, because often people with dementia get grouchy and irritable. Anyway, what you're

doing for people with your passion, you're not just doing all the wonderful chiropractic things, you're also spreading that passion and that emotion of joy to them and that's also what's very healing.

Robyn: Beautiful. Kevin, do you want to ask the big question?

Kevin: Well, I am just curious how someone can start. So it seems to me the first question would be well, is it too late for me to do what you're saying?

Ellen: Oh, goodness, no. I started when I was 67. It's absolutely not too late for anybody no matter what your age. Let me tell you what the single most important practice is. It's meditation. What I love is that nowadays mainstream allopathic physicians are recommending meditation. You have the Mayo Clinic, that revered institution, they're not just, recommend it and tell you how to do it on their website, but they're calling it meditation.

Years back when mainstream doctors wanted to recommend meditation, they had to disguise it by calling it like the relaxation response or relaxation technique. Nowadays, they're calling it meditation and it's the most important daily practice for growing younger because stress is the number one factor, as I said, that ages us. Stress wears out the cells in our bodies faster and there's science to prove that. This I find so exciting. The scientists are still working on finding out all about telomeres and telomerase in humans, but there are some interesting studies that show that stress is a major factor in short telomeres and meditation tends to increase the enzyme telomerase which lengthens the telomeres. Let me just back up a little.

The nucleus of every cell has chromosomes. The chromosomes contain our DNA, that genetic material, and the chromosomes have tips that protect that genetic material. The tips are called telomeres and those tips are likened to the tips of shoelaces where they keep the shoelace from unraveling. Well, these telomeres, these tips of the chromosomes, keep the genetic material from being damaged.

I'd like to tell you about Dr. Elizabeth Blackburn and her study. In talking earlier to Harmony on the phone, she was telling me about her work with parents with children. That's why I would like to talk about this in particular. Elizabeth Blackburn is a Nobel Laureate. She shared the Noble Prize in medicine in 2009. She's a molecular biologist and she did pioneering work on these telomeres and the telomerase. Every time the cell divides the telomerase gets shorter and if they get too short they can't protect the DNA. Then your cellular damage happens and then crucial organs begin to malfunction.

About 10 years ago, Dr. Blackburn did a study with Dr. Alyssa Apple to see if stress is a factor in aging cells and so they took two groups of moms. One group the moms had normal healthy children and the other group the moms all had a child with a chronic illness and they measured their telomeres. The shorter telomeres, remember, make you age faster, accelerate aging. They found that the group that had the shorter telomeres was the one with the chronic illness and the longer that they took care of the ill child, the shorter the telomeres. They did similar studies for primary caregivers of partners with dementia and they found the same thing.

There are other studies, too, that I am really excited about. They've been able to reverse aging in mice through gene therapy and by increasing the levels of this enzyme telomerase, which can lengthen the telomeres. Those mice in the beginning had decreased brain function, failing organs and just by boosting their levels of telomerase they were able to reverse the aging in mice. Even their fur that had turned gray was restored to the dark fur. There's so much going on now in life-extension science.

We talked about can we really grow younger and the thing is to start changing your way of thinking. A lot of people think oh, it can't happen. I don't believe it. I can't even imagine it. It's time to start imagining it and knowing that it is going to be possible because they've done it with mice and they will be able to do it with humans, as well.

I just want to close that part with telling you that if people are interested in knowing more about the science of life extension they can go to MaxLife.org and sign up for their free newsletter. David Kekich, who founded Maximum Life Foundation, distils all of the new science that's coming out about life extension and aging and he sends it out to his subscribers and it's all-free.

Anyway, I'm just so excited about that.

Robyn: I just want to take a moment, Ellen. Again, do you want to mention what your website is to all of our listeners?

Ellen: Sure. It's HowtoGrowYounger.com.

Robyn: Okay. And for all of you to get her gift the mp3 of track 3 of her Affirmations to Grow Younger CD. I just want to let you all know, the epic rainstorm, the day it rained in Colorado I happened to be there and I just have to say it was so calming listening. I listened to all your CDs and I have to say I'll never forget you, Miss Ellen,

and your great message. You're unforgettable no matter what, but I just want to tell everyone who's listening this is great for everyone. I mean really, no matter what age you are, even if you're a 20-year-old and you have a parent that's in their 40s or 50s.

This is something we all need to think about because Alzheimer's is now being found in 40-year-olds. In fact, Santa Fe Soul is associated with the Alzheimer's group right down the road. We've been there many times and some of their youngest people are in their 50s. They gave a presentation to say that this is happening in younger and younger people.

Like you mentioned, Ellen, sugar is huge. So now one out of three children are expected to have obesity and diabetes issues, so they're starting very young. You're setting yourself up for kind of a sad situation. Yes, a sad life with one problem after another when you get all this inflammation in your body. So where is the best place for people to get your book and your CDs?

Ellen: They could get my book on my website HowtoGrowYounger.com or they can go to Amazon. My CDs are there and my audio book is there. That's the one that won the GOLD Nautilus Award, if I can just throw in that little plug. I was just so proud of that. Just keep in mind that the *Think and Grow Young* book that's on my website lays the foundation for beginning the process and it gives you the first important steps, the crucial steps to begin.

My next book, the one that I'm writing the proposal with my agent right now, gives all 12 of those practices and checklists and so forth and how to gradually add them, so I just wanted to make that clear. There's also the Affirmation to Grow Younger CD.

Robyn: Okay. So we are going to find out at this very moment what people are asking. How old is this woman? How old is Ellen? That's the big question.

Ellen: I am ageless and timeless.

Robyn: That's the answer.

Ellen: Next month on November 18th I will celebrate my 77th birthday and I love this age. I love it! I wear a pink wig to go dancing and people smile. They think it's very joyful. My friends go with me and we go dancing. We wear wigs, colorful party wigs and it's fun. I love to dance. I can dance as exuberantly as I did when I was 35 and my fingers don't hurt anymore.

Robyn: We all need to come up to Taos and go dancing with you, Ellen.

Ellen: Absolutely.

Robyn: We'll bring our wigs with us. I can wear my wig from my Halloween party the other night.

Harmony: I was just thinking what it would be like if young people started doing this program and it was just part of their life. I think it was the Dalai Lama who said if you taught children to meditate one hour a week, which is 10 minutes a day, one hour a week, in one lifetime we would totally change the planet.

Robyn: Wow!

Ellen: Yes.

Harmony: So I think the same thing. If you're brushing your teeth and you're watching your thoughts and you're paying attention to your sugar and all the things you're advising us and supporting us to do, we really can change the planet.

Ellen: You're absolutely right. These practices, do I have time to just list each one?

Robyn: Sure.

Ellen: Okay.

- Limit sugar to 15 grams a day.
- Dry brush your skin,
- Drink pure water, half your body weight in ounces of water throughout the day,
- Observe your thoughts,
- Integrate your experiences, any trauma you have with EFT, tap away and integrate trauma with EFT, which is Emotional Freedom Technique,
- Do the Tibetans,
- Do bone-building, posture exercises or quick-burst interval training,
- Do brain exercises, brain games and so forth,

- Choose how to respond,
- Meditate, and
- Do something good for somebody. It just takes from 10 seconds to five minutes a day to do something good for somebody else,

This could go for any age, any age, you're absolutely right. I love what the Dalai Lama said. I also heard him say...oh, I don't remember whether it was the savior of the world or whatever, but it's going to be a western woman.

Harmony: The world will be saved by the western women.

Robyn: Exactly.

Ellen: A western woman and, to me, it's Marianne Williamson. I don't know, I think she already is saving the world.

Harmony: I don't think he said 'a' western woman, Ellen. I think he said western women.

Ellen: Oh, okay.

Harmony: Yeah, the world will be saved by western women.

Robyn: Right, awakened, empowered women. It's a big message of the Self-Care Revolution™. We had a whole month that we devoted to empowerment. It was wonderful just how important that is how we feel about ourselves.

Harmony: Well, and that whole idea of act of kindness. If you do an act of kindness for me it builds your oxytocin, it builds my oxytocin and if someone else is just watching that act of kindness it builds their oxytocin. I mean what's not to love. Ripple change happens.

Robyn: Woo-hoo! I like that.

Ellen: Yes, that's right.

Kevin: I'm a very smart man because right now I'm hanging out with three wonderful women.

Ellen: We love you, Kevin, and we love what you say. Thank you.

Kevin: Absolutely.

Harmony: You've got that oxytocin aura. Even though you're a couple hours away I can feel it through the phone lines.

Kevin: It's filling up all of Tucson right now.

Ellen: I'm so proud of what you're doing. I think it's wonderful and to think that this Self-Care Revolution™ is coming from my part of the United States. That's great; although, I love everybody.

Robyn: So you've shared a lot about your daily practices now that you're almost 77. We ask all of our speakers what's the number one message that you would have to share with our audience today? What's that pearl of wisdom that you'd like to say?

Ellen: Okay. I would like to see Medicare costs go down and I'd like to see people live healthy active lives right up to the end. That would begin with a shift in consciousness about aging. Most of the baby boomers I've talked to have no intention of growing old the same way their parents did. There are 10,000 baby boomers who turn 60 every day, so it's not surprising that this movement to grow younger is happening now. Imagine the tremendous impact of the baby boomer collective power helping to pioneer a revolution of age-reversing consciousness.

What I'd like to see is the Hundredth Monkey Syndrome happen. This means that when just one more person tunes in to a new behavior it can tip the scales and create critical mass and when critical mass is achieved the new behavior can be communicated easily from mind to mind. Once we begin to become empowered the sky is the limit. Each of us makes a difference, so let's all make it a positive one. It's never too late to start growing younger.

Robyn: Woo-hoo!

Kevin: You mentioned that emotions are contagious and I am definitely onboard with this emotion for sure.

Robyn: We probably have time for two more questions. Kevin, Harmony and I have kind of been taking over here.

Harmony: That's because we're women.

Robyn: That's right.

Kevin: A powerful lesson.

Robyn: In fact, we're taking over as soon as possible, right?

Kevin: Exactly. Well, I think you shared a little bit about where you think this is all going, this science. I really appreciate you talking about the telomeres. We had Gary Gordon on and he went in-depth about this whole idea of the cellular science and protecting the length of our telomeres. What is your ultimate goal for this particular program that you're presenting to us today?

Ellen: For this particular program? Well again, it's Medicare costs go down and people living healthy active lives right up to the end. That's basically it, but it's a little bit deceiving because what I really want to see is this shift in consciousness continue to happen, whether it's about aging or whatever it's about. I'm doing something right now that I love and I want to tell everybody about called the Presence Process. Have you heard of that?

Kevin: Yes.

Ellen: It's a book by Michael Brown and it's about integrating any traumas that you might have and it's about seeing that everything that comes to you is a reflection that's there for you to help you integrate it so that we become whole people and we're able to respond to a situation rather than just react. That will make healthier, stronger people and a healthier, stronger planet.

Kevin: Awesome. You shared a little bit about the dominant and non-dominant hand.

Ellen: yes.

Kevin: I wonder if you could elaborate just a little bit on that.

Ellen: Okay. That's for your affirmations. As we said quite a few times, we're all saying affirmations all day long and most of them are negative. So what we want to do is we want to put into our subconscious mind, we want to put these affirmations into our subconscious mind and one of the better ways is to write them seven times, four times with your dominant hand, twice with your non-dominant hand and one more time with your dominant hand.

The thing is that, to me, life is creativity. Life is being creative. Growing younger is about loving yourself. It's about loving yourself exactly as you are and that's not a contradiction to love yourself exactly as you are and desire to be younger because, as I said, life is creativity.

Just suppose that you bought a house. This house was an old house that had been neglected and there was a yard full of leaves. After you fixed up the house so it was livable, you went to the nursery and brought back some seedlings. You stand there and look at that yard. You're not thinking to yourself oh, I hate this yard, it's so ugly. You're finding which spot you're going to start at. Then you knell down, dig a hole and you put that seedling in. Then you put the dirt all around it and you pat it around with both your hands. You love this beautiful garden, even though most of it is still in weeds.

We want to ultimately love ourselves exactly as we are and so I recommend that you take a card or a piece of paper and put ILYJAYAYAM. It's the first letter of each word. You look in the mirror and you say I love you just as you are. You are magnificent. As I said before, the subconscious mind doesn't know the difference between real and imagine, so if you keep saying that, keep looking in the mirror and keep saying I love you just as you are, you are magnificent, it's going to not only make you grow younger, it's going to change your life in profound ways.

Robyn: Very powerful messages.

Kevin: Yes.

Harmony: Self-care is ultimately self-love.

Ellen: It all comes out to self-love and knowing that we're not separate from other. The Divine is very much a part of who we are, who all of us are. Yeah, it's about loving yourself exactly as you are and knowing that you're perfect as you are, but it's also about creating because life is creation.

I know that when I'm creating something, whether it's a poem or I'm writing something, I am so joyful when I am creating something because that's who we are. We're creators. We're here to create and enjoy this life and have fun, but we can't have fun and we can't enjoy our life unless we love ourselves. We can't just say okay, I love myself. We have to practice it every day. Every day look in the mirror and tell yourself I love you just as you are. You are magnificent.

Kevin: So it isn't just a vane thing that we want to grow younger?

Ellen: No, it's not vanity. I respect those that say they'd like to grow young gracefully, but that brings with it all of that conditioning and programming that says that we progressively deteriorate as we get old.

Robyn: Wow! Well, I think it's great that you are quite the pioneer of age-reversing consciousness. It's so aligned with the theme of the Self-Care Revolution™. Why are we using such strong words like revolution? It's a fundamental change in mindset. It's a fundamental change in our consciousness about aging and owning the fact that we need to be our own best self-care advocates, our own best healthcare advocates and that self-care is a true healthcare. That's that consciousness shift and we have that choice every single day.

Thank you so much, Ellen. You were fabulous. We love your energy, your spirit and all that you're offering to each and every one of us with this powerful message today and it will continue. We'll look forward to your next book. We'll look forward to continue having you since you live so close. Our next Bliss live event is the first weekend in June of 2014, so it would be great to have you live here.

Ellen: I would love to and thank you for what you're doing. It's so important what you're doing. Thank you. Thank you.

Kevin: So let's all sing along again. We'll bounce on our balls.

Ellen: Bouncing on the ball! We've got the power. You've got the power. We've got the power.

Robyn: That theme song, we hired this wonderful guy named Harold Paine and he and Chris Miller together spent a couple months literally doing rewrites, reedits because once they tapped into the consciousness really of this evolution they thought you know what, we care to make this just right. This needs to have a revolutionary energy to it and it sure does.

Kevin: Emotions are contagious.

Ellen: ILYJAYAYAM!

Kevin: Thank you again.

Robyn: Bye Ellen.

Ellen: Bye. Thank you.

[End of Interview]

SHARON MELNICK

SharonMelnick.com | PhD, Leading Authority on Success,
Psychology, and Stress Resilience

SELF CARE AND SUCCESS UNDER STRESS

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Robyn: Hello everyone welcome to month 10 of the Self-Care Revolution™. My name is Robyn Benson. I'm a Doctor of Oriental Medicine, the founder of Santa Fe Soul Health and Healing Center and co-creator of the Self-Care Revolution™. We are thrilled to be here. Month 10 is all about being fabulous at any age and we've had 13 incredible speakers. We're actually hearing our final fabulous speaker Dr. Sharon Melnick. Thanks for being here.

Sharon: Absolutely.

Robyn: Sharon, we love that you're here. Someone that I've met a couple of times, I'm so fortunate. I've had a chance to look at her book, but before that I just want to introduce my two co-hosts today.

Harmony: Hi, my name is Harmony West. I am a Self-Care Coach with the Self-Care Revolution™ and I specialize in supporting and nurturing women and their families through parent coaching, circles, energy medicine sessions and more.

Kevin: And I'm Kevin Snow, Intuitive Counselor at Santa Fe Foul, also a Self-Care Coach, and looking very forward to our topic today about reducing stress. I'm just happy to be here.

Robyn: As we can see, as with our last speaker, we have a lot of new people joining us this month. So if you're not familiar with the Self-Care Revolution™, we started in January of this year. We are a 12-month series. We started with Thoughts in Buddhist Medline as our first theme, month three was all about Releasing and Transmuting Trauma, month four Unleashing Your Brain Power. Just amazing themes and each time at least 10 expert speakers to really give their best information and the 'why' of the Self-Care Revolution™.

I think many of you will agree with us that we're in a situation right now where our

healthcare is on life support, as many people say, which is really true. There's a crisis going on out there and many of us who have our own patients and have been working in the healthcare world know that self-care really is the solution and self-care is the true healthcare.

This month has just been incredible. Kevin, let's just do a quick review before we introduce our wonderful speaker. We started out with Sedena and George Cappannelli from AgeNation. Do you want to just say a couple of words about our speakers?

Kevin: Oh my gosh, they were incredible. Their message is so powerful and we really want to, again, reiterate this message so powerfully today. The incredible talent we have that come to support us in this revolution, we're obviously both so grateful.

Robyn: Yes. We had Dr. Steven Masley who taught us how to live 10 years younger, to get on his program. Love it. Last week we interviewed Dr. Alex Giorgio who talked about his Type E Program, fantastic. You can get all of this information by going to JoinTheSelfCareRevolution.com and you can order this month. You can look at investing, a true incredible self-care investment to think about the whole year. All of that is available to you.

So without further ado, Sharon Melnick, Ph.D. is a leading authority on success, psychology, and stress resilience who helps individuals have success under stress. Her practical tools are informed by 10 years of research at Harvard Medical School Medical School and field tested by over 8,500 trainees. She speaks widely for organizations such as Procter & Gamble, G.E., Merck, Oracle, Bloomberg, Coldwell Banker and regularly serves as an expert for leading conference hosts such as American Management Association, Healthcare Businesswomen's Association, Women's President Organization, CEO clubs and small business summits.

Her advice can be found on Forbes.com, Fox News, Huffington Post, Psychology Today, New York Enterprise Reports, USAToday.com and many others. Dr. Melnick is the author of the newly released book *Success Under Stress: Powerful Tools for Staying Calm, Confident and Productive When the Pressure is On*. Yeah! Thanks for being here live with us today.

Sharon: Thank you. I'm so glad to be here with you.

Robyn: Yes. You're a whirling dervish, as we say, traveling the country speaking to all these major corporations and women's groups. It's so fabulous. Your message is

really important certainly in this Self-Care Revolution™. As we talked before, every single speaker this month talked about stress being the number one issue we have, the diseases of aging and mental decline. So, maybe, why don't we find out a little bit more about you? How did you get into this world of stress? How did you start studying this?

Sharon: Sure. Well, isn't it this thing where you sort of teach what you need to learn the most? Yeah, I fall into that category. Actually, I've been kind of like a business psychologist for many years and when the recession hit at the beginning of 2009 a friend of mine from college actually invited me to give a talk called Success Under Stress in the realty community that was really at its nadir and suffering a lot.

I said look dude. I really appreciate it, but I don't really know anything about stress except how to cause myself a lot of it. He said well, you know, you know how to help people change their thoughts, be confident when the chips are down, sort of instantly calm themselves and other people down. You have all these kind of secret ninja weapon techniques to deal with difficult people and stay rational instead of reactive. He was like that's what people need in these times. That's success under stress. I greatly thanked him for saving me \$10,000 of a branding person and I started talking about success under stress and pretty much have been talking about it with lots of people since then.

A lot of us have been through a crunch or are in one in one way or another and the statistics kind of tell the story. The average one of us has 30 to 100 projects on our plate. We're interrupted seven times an hour. Some people tell me that's even low. Seventy million of us are too wound up to even sleep well through the night. The list goes on and on. So, welcome to the new normal. We just really want to have ways of managing ourselves so that we can be focused and productive, staying centered and feeling good in these times.

Robyn: So seven times an hour the average person is interrupted, wow. What did you say about sleep? Could you say that again?

Sharon: Yes. Statistics show that in America about 70 million of us are too wound up to sleep well through the night. We don't sleep well through the night. I will just speculate that it's because we have a lot on our minds. We could talk about this if you want, as to what it is that makes you wake up in the middle of the night worrying about your to-do list or about your bills, etc. and things that you could do about it.

Harmony: Yes, let's go there.

Robyn: Sounds great.

Sharon: Well, the reason that we wake up in the middle of the night really can be traced to our nervous system, that's the part of our body that really responds to the demands of our day. Our nervous system has kind of two parts to it. It has like an on button, which is the part that gives us energy and focus to solve problems and run around like a chicken with our head cut off all day and then we have an off button, which gives us calm and rejuvenation and really helps us to tap into our creativity, etc.

We're really supposed to have balance between the on button and the off button. Just like as we were evolving, when that saber tooth tiger would run at us we'd have a huge fight or flight response. We'd kind of do everything we had to, to survive. That's the on button coming on. Then as soon as it was over, our off button would reengage and we'd go back to resting and digesting and maintaining our immune system, etc., etc. But, of course, the way that we live today and all the demands we have we're kind of always on. We're only using the on button, we're very imbalanced. We find it indulgent to press the off button and I think the off button is where self-care is at.

When you wake up in the middle of the night, essentially, what you're experiencing is an overactive on button. For all the biology majors in the crowd, but you want to know some of these terms, it's your sympathetic nervous system. That's the on button and you have access to that energy and kind of push all day. It's your parasympathetic nervous system. That's the off button that enables you to relax and rejuvenate.

What you want to do when you wake up in the middle of the night with your thoughts racing is you just want to say note to self. I am unbalanced. I am too active with my on button and I want to find ways of pressing my off button, which is what we're here to talk about today. There's even a reading technique actually that you can do. It's on page 68 of my book *Success Under Stress* and it will immediately activate a nerve that will kind of relax you and put you back to sleep within really three minutes or so. So you can definitely find ways of accessing that off button and you want to. That really is the key to self-care-- balancing the on button and the off button.

Robyn: So early on in this conversation do you want to mention your website and, also, your free gift?

Sharon: Absolutely. If people want to find out more they can find it at SharonMelnick.com. What I have for you is a free gift. When you wake up in the

middle of the night and you're overactive in your on button, essentially, what you're experiencing is that stream of consciousness in your thoughts. Do many of us have that? You've probably heard the statistic. How many thoughts does a human being have a day? Have you ever heard that one?

Robyn: Oh yeah, 60,000.

Sharon: Yes, about 60,000 thoughts a day. It's about a thought every two-thirds of a second or so and so the free gift would be really helpful for people. It helps you make every one of those 60,000 thoughts kind of in the service of the kind of results you want for your life and what I think we're here to talk about today, the quality of your experience, the quality of your life. Those 60,000 thoughts you have all day is like listening to an inner soundtrack of your life really. It's like listening to a mental iPod all day long and so you really want to be a better DJ of your own mental iPod. You want to be listening to thoughts that are going to help you feel centered and motivated and not thoughts that are sort of negative or distracted or stressed out or worrying and all those kind of things.

So that's what the free gift is. It's really a step-by-step guide of a detailed way of changing any one of those 60,000 thoughts so that it's motivated and focused and positive. When you're having thoughts of that quality all day long then you'll be less likely to wake up in the middle of the night all stressed out because you'll have been more centered throughout the day. Actually, I can give people the URL for that gift- SharonMelnick.com/dj, as in be a better DJ of your own mental iPod.

Robyn: We might as well just go right into the Fast Confidence gift as well.

Sharon: Okay. Let me try to tie this a little bit to self-care. When you have a doubt about yourself what it does is that it sets you up to try to be confident. We all want to be confident and secure and feel valuable and loved. We're all motivated for that and when you have a doubt about yourself you don't feel that way fully. I mean maybe if you have objective accomplishments to point to and a lot of people have told you you're good at what you do you kind of most of the time feel that way, but deep inside you don't always feel that way.

When you have a doubt about yourself it sets you up to put your time, energy and attention into acting towards other people to help you try to get that good feeling about yourself. It's kind of like the purpose of our lives and so when you are focused and oriented in your life towards trying to get other people's approval or their reassurance or their validation or when you are oriented in your life towards doing

just the opposite, which is preventing their disapproval, trying to not be rejected or not be criticized or not have the consequences of making a mistake, etc. and getting that negative feedback, that's really where your energy and attention goes. It goes into managing other people's perceptions of you and not into caring for yourself. This is really where the link between confidence and your self-care comes in.

That's why I'm offering people a free gift, which is a webinar that goes into great depth about how you can source that confidence from within and be able to feel worthy and secure in yourself kind of on demand as you go throughout your day and, therefore, not have to put your attention onto getting other people to approve of you or preventing them from criticizing and rejecting you. That way you can put your efforts into caring for yourself. See that?

Harmony: Oh my gosh, did that reduce your stress right there.

Sharon: Yes, right there.

Harmony: Oh, that's fabulous.

Sharon: So that's the free gift that I have for all the listeners. You can find that in-depth webinar at [FastConfidence.com](https://www.fastconfidence.com) and it will show you how to get that fast confidence. When you feel confident in yourself and you can source that confidence from within, and this is really key, you feel worthy and deserving of caring for yourself so you will be more likely to make choices that it's important and that you are worthy of that kind of caring for yourself.

When you feel confident in yourself then you believe that you can achieve things and you believe that you're deserving of having successes. It gives you a different way of thinking about your life like wow. Since I'm going places I need to sustain myself. I need to take care of myself because people are counting on me. Again, all this to say that it really fosters your self-care when you have that confidence in yourself to say nothing of the fact that when you're confident in yourself, you're not actively beating yourself up, which is not caring for yourself. You're not actively holding yourself back from opportunities which then make you feel frustrated and regretful and resentful of yourself and other people, which is not caring for yourself.

You can see what I'm trying to portray here. There's a very close link between your view of your own worthiness, your own confidence in yourself, and the extent to which you'll care for yourself with very practical outcomes.

Kevin: It's such a powerful message and I think it is important to put this message forward to our listeners because we spend a lot of time giving people ways to care for themselves, but really not delving deeper into the reason why we know that we should and we don't.

Sharon: Yes. That's a very profound point. Could I say a little bit more about when you know what you should be doing and you're not doing it?

Robyn: Yes.

Kevin: Absolutely.

Sharon: Very good. I've spent a lot of time knowing what I should be doing and not doing it, so I'm really a student of this kind of challenge in life. What I find is very important is to really, just like you were saying, kind of get under the hood a little bit and understand why you know what you should be doing and you're not doing it.

The reason I say that is I've come to see from working with really thousands of people that the reasons are very unique and individual for people. Sometimes it's a confidence issue, like I was saying. Sometimes you're a perfectionist and the only way that you can feel good and right about yourself is to get other people to sort of compliment you so you'll kind of bleed yourself dry and spend all your time trying to make things perfect, but sometimes there are other reasons.

Sometimes people are what I call a spinner. If you're a spinner then you're someone who just keeps 20 projects on your plate at all times. You're stretched thin being all things to all people and you're kind of running around. The way that I talk about it is like you have 10 balls that you're carrying down the field each 10 yards, but you're not choosing one to carry across the end zone line and into the end zone and, of course, the end zone is where all the rewards are. There's income and more time freed up and there's success that you can leverage for the next success to get some momentum instead of things feeling so hard.

Then other people are just sort of like an avoider. You just can't get yourself motivated. It's about I'll just do it tomorrow. It's on your schedule, but you just don't feel like it at the time. The reason I'm portraying this is that if you're an avoider the kind of solutions you need are different from if you're a spinner. If you're a spinner you need focus and you need to know how to choose one thing, which is different if you're a perfectionist or it's a confidence-related issue and you're worried about what people will think. Then you need the Fast Confidence Webinar to learn how to

confident.

The reason I say that is I think it's important for people to know kind of what it is that gets in their way of doing what it is that they know they should do. Actually, for your listeners I have an assessment that tells people what type of action blocker they are and if you want I can give out that URL.

Harmony: Yes, do that.

Sharon: It's SharonMelnick.com/actionquiz. It tells you what type of action blocker you are. All I'm saying is sometimes it can really be helpful because a lot of us sort of stay vague and then we get frustrated with ourselves. You know why aren't I doing this? We kind of start off the day well intentioned to get things done or take care of ourselves and then we get to the end of the day and it's like where did the day go again. I think then it leads us to not take care of ourselves, back in that cycle again like well, I didn't get stuff done. I don't deserve to take care of myself or do something that would really be rejuvenating for me. So learn what your action blocker type is and get solutions for yourself is my advice.

Harmony: Sharon this is Harmony. I've worked with children for most of my life and it seems like all this needs to be taught to the children because they are born worthy and deserving. When I worked with early childhood none of the children have this I'm not worthy, I'm not enough, but in our culture we really teach them that. So then it's not safe to be in the present moment because you always have to be yearning into the future, going someplace else, getting some other carrot to bring into the present time and have that be what anchors in your self-worth, I guess. How can people teach this to their children? I mean I know the answer is modeling and doing it, but I want to hear what you have to say to that.

Sharon: Yes. Well honey, Nobel Prize to you. If you know how to teach people role modeling and all that you're definitely onto kind of the central question there. I did research for 10 years at Harvard Medical School and the research I did was on intergeneration issues-- what it is that you bring with you from your own childhood that you bring with you into your parenting and then how you kind of pass that on to your children.

So I think you're right that there is kind of an intergenerational cycle to this and whatever it is that we think about ourselves we kind of put onto other people. I think it is possible if we start with parents or with adults to really develop that kind of fast confidence in themselves. Then I think they'll be less likely to need their children to

be any certain way in order for the parent to feel okay about themselves. So I think that's one thing.

Probably you have a lot of answers to this Harmony, but I think that there are a lot of things in our culture, the way we bring kids up and just the things that we value. That might be kind of a Sisyphean battle. As we say, that might be too big of a ball to take on. I just think the more we can teach people to feel good in themselves so they won't take their stuff out on other people and so parents can really see their children for who they are and not for who they need their children to be. I think that's a good start.

Harmony: Yes, it sounds like a great start.

Kevin: I love your Success Under Stress Program. I'm looking at some of the bullet points you have on your website and I'm wondering if you could touch on a couple of these bullet points, specifically, about work, so stress in the workplace and some of the techniques.

Sharon: Sure. Where would you like me to begin there? Well, I think that there are many sources of stress in the workplace and let me kind of start with the basis of it all. From my understanding, we only experience stress when the situation feels out of control or when we feel that we can't control in a situation. So when the demands exceed our perceived ability to deliver, when there are aspects of the situation that feel out of control, like what other people are going to think about us or whether we're going to be hired or have enough income, any of those kinds of things, by definition when something feels out of control we will have a stress reaction. Now, the reason that that definition is helpful is then, clearly, the more we feel we're in control, the less we will experience stress. So as a general rule and then I'm happy to get into more specific scenarios.

I think what's important is to start with any situation in the workplace that is stressful and challenging for you and immediately divide that situation into two parts. If you wanted to look at a diagram, it's like a full circle and then you just draw a line down the middle of the circle. Above the line we might say the aspects of the situation that you can control, I call that your 50%, and the aspects of the situations that you can't control, what's not in your 50% control. That's what your boss thinks or says or doesn't do, decision that are made about restructuring and hiring, etc., whether prospects are going to come work with you, traffic, weather, politics, etc., etc. There are many factors that are kind of below that line out of our control.

I want to reiterate that any time we focus our attention kind of below this imaginary line if you're imagining that diagram, any time you focus your attention on matters that are not within your 50% you will activate a stress reaction in yourself, okay? So, of course, the antidote is to really focus rigorously on what is within your 50%. Now, I know. I know. For all of you listening saying yes, Dr. Melnick, that sounds very good in academic settings, but it's the things that I can't control that stress me out. I get it.

What I want to talk with you in greater detail about now is that, actually, by just focusing on what is within your control, your 50%, you can almost always get the result you want, make the situation go your way even if nothing actually changes in your work environment, as long as you follow the one simple rule. I call this the 50% Rule and the 50% Rule is be impeccable for your 50%. Be impeccable for your 50%. Now, what do we mean by that? Take a stab and tell me what do I mean by be impeccable for your 50%?

Harmony: What do you mean by being impeccable with your 50%?

Sharon: I mean, I think, its take 100% responsibility for what goes on within your control. Now, I'm not saying be a control freak and control the whole thing and what's going on across that line. Don't cross the 51% line, just learn to be very effective in what it is that you can control. Would it be okay if I gave you an example in the workplace?

Kevin: Yes.

Harmony: We'd love it.

Robyn: Absolutely.

Sharon: So just as an example, I worked with a woman who was a vice president at a very large healthcare organization and she had a boss who was a screamer, okay? Even if you're a business owner can you relate if you have a boss who's a screamer?

Harmony: Yes.

Sharon: Okay. So she was totally stressed out. Any time she would see a meeting on the calendar with her boss, whether it was one on one or a group, she would get a pit in her stomach, be in dread, she didn't even want to stay in the organization. When she was in the meeting with her boss and her boss would kind of lash out at her she would get really rattled and she would get very unconfident in her decisions and would kind of become verbose in trying to justify her decisions.

She had been trying to suggest a merger of hers and another program for months and months and was getting nowhere so we started talking and she started implementing the 50% Rule-- be impeccable for her 50%. So the first thing we did is I taught her a breathing technique that she could do to keep herself cool, calm and collected no matter what the boss was doing, even in the presence of her boss' negative emotionality. She started doing this breathing technique so that she could say who she wanted to be and not get all hijacked by the boss and not get all rattled by it. That was the first thing she did and that was a breathing technique that she could do herself.

The next thing she did was we really analyzed the situation and she appreciated that the boss' lashing out really had everything to do with the boss' coping abilities or lack thereof shall we say and really had very little to do with her. So she was able to kind of maintain her own confidence in her decisions. Then the third thing we did is we really kind of went over influencing and how she could frame her requests in terms of what her boss really wanted and get her boss' buy in.

These are just three examples of things that she did to be impeccable for her 50%. Nothing ever changed with that boss. That was a few years ago and I'm sure to this day that boss is still lashing out. But what happened when she was able to be effective in her own 50% is that she would then have these meetings. She would go in and she would be confident. She wouldn't get all rattled.

Actually, within a few weeks she got buy in for her proposed program merger. She was promoted to be the head of these two huge programs that was the biggest in the whole organization, all this just because she was impeccable for her 50%. What I want to illustrate here is that boss didn't change, the politics in the organization didn't change, but she became effective in what she could control and that made all the difference.

Robyn: That's incredible to think, if we were all impeccable with our 50% how much that would change.

Harmony: You gave such an easy strategy really for people to be able to focus on what they can control. You know what can I control and really do it to the best of my ability, to be responsible.

Robyn: That's impeccable self-care.

Sharon: Yes.

Harmony: That's beautiful.

Sharon: That is exactly the idea. Now let's really spill the beans here for your listeners, shall we?

Robyn: Yes.

Sharon: Were any of you listening to that story and saying oh, Dr. Melnick, please share that breathing technique that will allow me to not react or get hijacked by others negative emotionality? Anybody thinking that?

Kevin: Absolutely.

Robyn: Absolutely. We're waiting.

Sharon: This is a fantastic poster child example of self-care, okay? On page 189 in my book *Success Under Stress* there is a breathing technique. See, when you're frustrated or when you're angry it's a very heated feeling in your body, right? Don't we use metaphors like hot under the collar or my blood was boiling? What you want to do then is you want to be able to cool down your physiology, and I mean that literally, so that you can stay cool, calm and collected even in the face of somebody who's driving you nuts. What you want to do is cooling breaths. Can you try it along with me now, yes?

Harmony: I'm going to try it standing. I'm ready.

Sharon: Fabulous, so try it along with me now. A cooling breath is a reverse breath, so what you're going to do is breathe in through your mouth as if you were sipping through a straw and then you're going to breathe out through your nose a normal slow, deep breath. I want you to open your mouth ever so slightly and then you're going to breathe in as if you were sipping through a straw. I'm going to kind of demonstrate it. I want you to be practicing it now while I'm doing this.

I'm really going to play it up and exaggerate it so you can actually hear me doing it. It might sound something like this. You kind of hear that wind tunnel that I'm creating? As you're trying that, you're breathing in as if you're sipping through a straw through your mouth and then you're breathing out a long, slow, deep breath through your nose, I want you to tell me are you experiencing kind of a cooling and a drying sensation over the top of your mouth.

Kevin: Yes.

Robyn: Yes.

Sharon: Are you actually feeling cooler just by doing it?

Kevin: Yes.

Harmony: Yes.

Robyn: Aha.

Sharon: Excellent! You all are doing it right. Fantastic! So, essentially, what you're doing there, check this out, you are detoxifying your liver, okay? Now, what do we know about the liver? The liver is where a lot of those negative emotions accumulate and if we don't do something to kind of work them through our system then they might lead to disease states. So, cooling breaths are very, very healthy for you. It will keep you cool, calm and collected, which is very helpful.

When you stay cool, calm and collected in a situation you can be the one who prevents it from escalating. You can be the one to not react. You can stay rational instead of react. That way if you don't react then you don't set up a situation where you then have to obsess about it and regret and wake up in the middle of the night rehashing it, so very, very healthy. Clearly, if you're in a work situation, if you're a provider of services for someone else, they want to see you staying cool, calm and collected. This is a way that you show your leadership and role model for other people.

Now, the really secret ninja weapon aspect of cooling breaths is that it will not only calm you down, but it will calm the other person down. Yes.

Kevin: That is great.

Sharon: So what you want to do is when you're in a situation where you're aggravated at someone in the workplace or at home you want to go right into your cooling breath. It will calm you down and it will calm the other person down. This works, I kid you not. I stop fights on the New York City subways all the time from across the car, I just go right into my cooling breath. So if it works there it will certainly work at your dinner table.

Kevin: That's great.

Sharon: The cooling breath is like the perfect example of be impeccable for your

50%. Normally, when somebody is aggravating us what's the first thing we're tempted to say?

Kevin: It's their fault.

Sharon: You know relax, cut it out, whatever, right?

Kevin: Yes.

Sharon: And when we do that what happens?

Kevin: It escalates it.

Sharon: How many of us when we're told to relax actually relax?

Harmony: None.

Sharon: It's like the worst thing that you could say to someone, it's just going to piss them off. So this is a perfect example of be impeccable for your 50%. Don't try to calm them down, calm yourself down.

Harmony: It's almost like the antithesis of what we do. We always try to control everything out of ourselves and really where the focus needs to be is on us.

Sharon: Absolutely. I guess what I'm really so appreciative for what it is that you are bringing here to us as a message with the Self-Care Revolution™ is that if we just expose ourselves to some of the ideas and techniques that you've been talking about all year then we would really see that there's so much within our power to manage ourselves, that we can do this and we really don't have to focus and try and control other people.

Harmony: What about, Sharon, if someone is trying to control us? What about the people who want to control us?

Sharon: Yes, there's so much to say about that. Give me an example.

Harmony: You're at work and there's a particular idea that you want and no, your boss doesn't want it. He wants to control you. This is the way he wants it done.

Sharon: Well, here's the thing. If it's your boss, if they are in a position of authority over you and have decision-making powers over things that are important to you,

then it is important for your boss to think that you're fulfilling on his or her expectation.

Harmony: Okay, let's say it's your husband or your girlfriend even.

Sharon: Same thing. Well again, if you want the outcome of staying with that person in that relationship then you do want to be able to fulfill on their expectations, but there's so much between here and that outcome that you can control. You can talk it through with them. You can ask them what their expectations are. You can try to influence them. If you have a certain way you want to do it because you think it's right or will get the best outcome, etc. then what you want to do is learn to influence people more effectively.

You want to find out a little bit more about what's important to them and what's in it for them and then you want to reframe your request in terms of what's in it for them so that they feel like yes, I want you to do it that way because that's going to help me get what I want. What we do instead is try to swim upstream. We try to make the other person wrong. We kind of beat them over the head that we're right. That's not being impeccable for your 50%. That's just staying in your own head saying things the way that you want them to be.

To be impeccable for your 50% is to get out of your own head and to understand it from the other person's point of view and to influence effectively. There's a whole very in-depth set of instructions and formulas about how you can influence people effectively, but that's really what it means. It's a good example you raised because that's what it means to be impeccable for your 50%. See what I'm saying?

Kevin: Yeah.

Robyn: I'm thinking about how I'm going to apply that for my 12 and 14-year old. I get lots of opportunities.

Sharon: Yes, absolutely. There's lots of different ways that you can motivate other people. Here's a good example. We don't have the remote control of other people though we wish we did, but just because we don't have the remote control we have so much that is within our control. We can motivate. We can inspire. We can role model. We can consequence. We can encourage. We can appreciate. We can influence. I mean there's so many ways that you can help other people achieve behavior change without actually having the remote control.

Kevin: I love this bullet point of the question you can ask to eliminate 75% of the interruptions and regain your focus.

Sharon: Oh. Yes, let's talk about that. Let me just say one more thing before we transition. If your listeners are interested in really working out some of these challenges at work and particularly the relationship situations, whether they're at home or at work, the whole last section of my book *Success Under Stress* really goes into great depth about how you deal with people who are not being impeccable for their 50%, which I think is the question you were asking, right?

Harmony: Right.

Sharon: It goes into great detail about how to influence people, etc. I also have a whole program actually, an online program called Success Under Stress which goes as well into great detail about just doing things that you can control. If you have to deal with people who drive you nuts how you can really stay cool, calm and collected yourself. So I just wanted to offer those as resources.

Kevin: Thank you.

Sharon: Okay, so shoot again. Go ahead with interruptions.

Kevin: Sorry for interrupting, but how can you eliminate 70% of your interruptions?

Sharon: Well, I think the idea there is similar to everything we've been talking about today. You're asking such good questions because you're really helping to develop the idea of be impeccable for your 50%. It's just an approach to life. It's a philosophy. It's a mantra. It can be applied to any situation, whether it's in a relationship, whether it's at work, whether it's being interrupted.

We are interrupted, on average, seven times an hour. There was a study at Microsoft where they really observed workers and they found that it took them anywhere between 11 to 25 minutes to reset their focus after they had been interrupted. I've seen other studies that indicate that we spend up to 2.1 hours a day on interruptions and distractions. That's why so many of us start the day, again, with a well-intentioned to-do list and get to the end of the day like that V-8 smack on the head saying where'd the day go again.

Kevin: That's an interesting point as far as helping people get through the day. A lot of people start the day, like you said, with a meditation or with some good self-care practices and then they get partially through the day and are unable to hold that level

of calm focus.

Sharon: Yeah. The idea there that we're talking about and I think the opportunity for your listeners is I'm sure that so many of the experts you've had on the program have been giving just excellent advice about how to carve out time in your day, activities, exercises or strategies that you can use to care for yourself.

One thing that I'd like to offer as kind of an addition to that is I think self-care is not only about the idea of kind of "take time away" from work or from your family or from your volunteer activities to do something rejuvenating or detoxifying or tapping into yourself. It's not only that, but I think we can think of self-care more broadly. Self-care is more of be impeccable for your 50%. It's more a way of living. It's more an approach to your day.

Every one of your 60,000 thoughts a day is an opportunity for you to choose a kind of tone of voice of talking to yourself that is self-caring or is self-critical. Every action that you take, every time you respond to an interaction or a request for work from you is an opportunity for you to do so with intention and with centeredness in the service of the kind of sustained health and energy that you want or not.

So I think you're bringing up a very good opportunity to really bake in this point. I think self-care is more like an approach. It's more an intention that you can have throughout your day and when you have that intention and you get interrupted then you might think to yourself what is it that I can control in this situation? Most of the time when it comes to interruptions, we feel out of control. We feel like there's nothing I can do about it. Well, my husband is the one. He's interrupting me. How am I supposed to control that? Isn't that what you think?

Harmony: Yes.

Robyn: Yes.

Sharon: Let's take back the power. I think the idea is let's focus on what it is that you can control.

Harmony: I love hearing you say and I've heard Robyn say it's a lifestyle. Self-care is a lifestyle and that's what you're saying. So often I think people think self-care is just a thing you do like I'm going to go take a bath or have a cup of tea. It's an event rather than it really is how you are moving through your day, how you are living your life.

Sharon: Yeah, I love the way you put that. I think when you have that intention, when that is your lifestyle or your kind of philosophy or you feel well deserving of that and of sustaining yourself then when it comes to that moment of interruption you can be empowered to ask yourself what can I control here. I think that you can control your response to any interruption. You can control your response.

One of the things you could do is to really be impeccable for your 50%, do your homework and really start to figure out which are the kinds of interruptions that are really worthy of my time. They really align with my priorities. I'm the only one who can be helpful here or it's part of the highest and best-leveraged use of my time to respond in this situation or get involved to be a problem solver of this crisis, etc. So to really know what those are and to only sort of accept or allow those kinds of interruptions and then find ways of problem solving away the other ones, particularly for situations that occur over and over again.

You might want to even keep a log for a week or two and figure out what are the situations that are interrupting and distracting me over and over again. If they're happening in a recurring way then usually you can get to the bottom of why they're happening and problem solve them away. Sometimes it's also a matter of having more discipline or intention. You can triage. You can kind of ask the person what it is they need from you and then make a plan with them when you can get back to them rather than just kind of sure, come on in and suck up the next 20 minutes of my life, even though I'm going to sit here totally stressed out while you're doing so.

There's actually an exercise in chapter 5 of my book *Success Under Stress* that goes into great detail about how you can really sort out which of the interruptions that would be well worth your while, which are the ones that you can kind of cutoff at the pass, which are the ones that you can kind of triage your way through without spending too much time on them. I really would encourage you to take back control of those 2.1 hours of your day.

Robyn: That was good.

Harmony: Just to back track a little bit, when we get into this discussion of control I love to share this acronym and maybe you know this, Sharon, CONTROL, constantly orchestrating nothing to the restriction of love.

Robyn: Isn't that awesome? You could use that. Take that on your speaking trail, they'll love it.

Harmony: Where'd you get that one? That's fantastic.

Robyn: Honest to God, I do not know. I think I must have seen it in some email several years ago and no one really took claim to it, but I love it. Believe me when I'm feeling my controlling nature coming up once in a while, once in a great while, I have to think about that because I think there's a lot of truth to that statement. To the restriction of love, isn't that great?

Kevin: Great, definitely.

Sharon: Fantastic! Thanks for sharing.

Robyn: So, Sharon, you mentioned all these speaking engagements and sharing all of this wealth of information about stress and stress resiliency. You mentioned how you talk to your entrepreneurial-type people about getting out of their way. Can you talk a little bit more about that?

Sharon: Yes. Well, I think when you have a dream of the kind of success you want to have or when you have a talent and you just want to get out there and really help a lot of people and have more impact and have more income, it's very stressful and very frustrating if you can't get out of your own way to do that and you can't kind of make it happen. In that way you're causing yourself a lot of stress and so one of the things I think is particularly helpful is going back to what I was saying earlier on in the call to kind of get under the hood a little bit and understand more what your action blockers are.

You can do that with the quiz I was talking about, the kind of what type of action blocker are you, at SharonMelnick.com/actionquiz. That will really help you to understand why is it that I feel like I'm spinning my wheels. I mean I've experienced this to a great extent. You've been told you're really good at something and you kind of look at other people like why does it look so easy for them? You go to conferences and you're like okay, come on. That person is half as smart as I am and they're making twice as much. These are the private thoughts we have as part of those 60,000 thoughts. Okay, anyone? We've all been there, yes?

Robyn: Yes, definitely.

Sharon: I think it's really important. Again, when you're focusing on your resentment of other people that is below that imaginary line, that's focusing on matters that are not in your control, so take control. You know what I mean? Really

learn your action blocker type. Get solutions that match your type. I feel like some of the advice that's out there, this sort of like start with the hardest thing first thing in the morning, that's really helpful for some people. They can take that and do the hardest thing first thing in the morning and kind of run with that. But if that doesn't really match your action blocker type, that kind of advice is almost a disservice for you.

If you're a perfectionist you're already up at 5:00 a.m. redoing drafts of the hardest things. If you're a spinner you're spinning trying to do 20 things all at once at 5:00 a.m. as well as at 5:00 p.m. This is where the idea of be impeccable for your 50% is always going to steer you in the right direction. It's always about what can I control. Figuring out what's blocking my actions is always within my control. How I structure my day is always within my control.

There are actually a lot of good strategies that can really help you to be as effective as possible in your day. For example, any of you wake up in the morning and push, push, push, go, go, go, give, give, give, do, do, do all day until you're sort of exhausted at night? Anyone or know anyone like that? You've heard of it, right? That's not an optimal way of going through your day because that's using the on button only. That's an always on way of living.

What research from the Energy Project shows is that it's better rather to do an approach to your day, which is one of a sprint and then recovery, so 90 minutes, approximately, of really focused attention, intense, bringing kind of your best. Pressing the on button to kind of really bring your most focused attention followed by a brief period of recovery.

In chapter 4 of my book, actually, I have a number of strategies for the very busy entrepreneur that give you one-minute, three-minute, five-minute activities that you can do to press that off button to really clear out the stress hormones that have built up while you're running around like a chicken with your head cut off that really rejuvenate you and give you the focus and the energy to go back to the next thing that really requires your creativity and focus to get things done. That's another thing that is within your control is to impose a little bit more effective scheduling as you go throughout your day with the sprint-recovery pattern.

I'm just giving you some examples of many. There is so much more that you could do to manage yourself and to be effective as you go throughout your day to get yourself to do the things that you know you should be doing. These are all examples of kind of taking care of yourself and focusing on what you can do in the service of the success

that you want. That's the self-care lifestyle that we're talking about.

Robyn: Wow! We've got like two or three minutes left. Sharon, this has been a power hour with you. My goodness, endless great tips. Kevin, do you want to ask the question we ask all of our speakers?

Kevin: Oh, absolutely.

Robyn: I love to hear Kevin's voice, so I have to bring him in again to the conversation.

Kevin: I would like 100% more time with Sharon to share.

Robyn: I know you would. I just had to make sure to fit you in one last time.

Kevin: Absolutely. We always check in with what does your day look like? What are the main self-care things that you do for yourself and really what is your final message or your message to our listeners for today?

Sharon: Sure. Well, I have the very great fortune of living in New York City. As I am talking to you right now I am overlooking the Hudson River and there is a glorious pink and orange sunset right along the river. So my greatest contribution to quality of life and self-care is that I get to run along this river six days a week and it's just beautiful whether it's 9 degrees or 90 degrees and that's really very important for me.

I try to practice the sprint-recovery approach when I can. I do have a whole toolkit of things that I could do for one minute, three minutes or five minutes even during my busy days. I'm crazy busy like everyone else is, but I think the thing that helps me the most is to try to be intentional, to try to know the things that really rejuvenate me. Particularly, banter and funny kind of humor and connection with people is something that really rejuvenates me a lot. I get a lot of reward from working with people who are transformed to be empowered in my presence. Every morning I start with kind of a practice that keeps me in a good energy and I often find the time to run, like I said. So I'm constantly trying to intersperse things throughout my day. It's a constant effort and I can't live without it.

Kevin: Thank you.

Robyn: Thank you so much. For all of you listening, to find out more about Dr. Sharon SharonMelnick.com and for her special gift SharonMelnick.com/dj and, also, FastConfidence.com to find out about that program. For all of you to learn more about

the Self-Care Revolution™ and where we're going in month 11 which is all about the Power of Gratitude stay tuned. We have an amazing line up coming up, so JoinTheSelfCareRevolution.com. If you have any questions for us whatsoever, info@jointheselfcarerevolution.com.

Thanks again, Sharon. I learned so much. I really enjoyed every minute of our conversation.

Harmony: Thank you, me too. Thanks Sharon.

Sharon: Likewise. I so enjoyed being with you. Thank you so much.

Robyn: We'll look forward to seeing you next live. We'd love to have you come to Santa Fe for some self-care. Just so you know we have 30 practitioners here at our center. We've got all kinds of cool things.

Sharon: The answer is yes.

Robyn: We'd like that, absolutely yes. So we're going to say goodnight to everyone and again, thank you.

[End of Interview]

