

Winder: Okay everyone. Welcome to our second call of the day. Winder Lyons and Eddie Stone and this a –

Eddie: It's a reboot times two.

Winder: To reboot, times two. We are going to be discussing something that I think is going to be of interest to everybody and that is how do you reduce inflammation in your body with food? What is, how do you define and describe and have a diet that is, oh I hate to say inflammatory but anti-inflammatory diet. And then I want to get into talking a little bit about our ten day challenge and describe what that's all about because that's something that's real fun and I think is a perfect time of the year for anybody who wants to lose weight and get themselves tuned up to start with. So, that's what we got on for this chat. So, here we go sir.

Eddie: Well, I'm excited about this. And I'll be candid, I mean, this puts me a little bit on my soapbox because I have some deep beliefs in this. Don't let me forget though Winder before this is over to discuss how to get a free transformation pack. And this is for anybody that hears this. Whether you're a new customer or an existing member. We have an ongoing offer to earn a free transformation pack. So just don't let me forget to come back to that.

Winder: All right.

Eddie: One of my basic premises – and for those that are on social media, you've probably seen that my daughter and I are doing a ten-day transformation challenge right now. And so if you go to my page, you can sort of watch and see what we're doing there. But one of my big beliefs in why people are healthy or not healthy other than things that are just fundamentally obvious, you take people that have consciously tried to reduce their consumption of ultra-processed foods, compared to someone that just takes whatever food is available and just give that a few months, a few years, a decade or two and just look at the difference in those persons. And sort of those people that just have this ultra-processed food lifestyle, they just look swollen. They look bloated.

Winder: Why would that be? Explain the mechanism that you know, someone is eating and all of a sudden, the body is blowing up. Why would that happen?

Eddie: Well, there are several reasons. One is, ultra-processed food isn't necessarily going to be a – that end-product, you know whatever that happens to be whether it's a hamburger bun at a fast food place or chips that you buy on the aisle. All those things are ultra-processed foods, and so they are devoid

of those native fibers and enzymes and micronutrients that make food recognizable to the body.

And so, literally, you can make a powerful argument that the ultra-processed foods where essentially they've stripped away sort of what we recognize to be flour for example. It's not, we are not talking about stone ground, milled back in the day where they just ground up some wheat or whatever it is to make flour. We're talking about something where everything has been pulled apart, maybe a few things added back and so when it comes back, it's like a chemical experiment and the body doesn't necessarily know what it is, and so one of the immediate reaction the body has to things it doesn't recognize is to surround them with essentially parts of your immune system which create inflammation. Neutrophils principally because it's like hey, I don't know what we got here and so we are worried about it. We don't necessarily want this to cause us harm or damage to our DNA and so we'll surround this with some inflammation. It's an inflammatory response until we can either tuck it away, store it somewhere in yellow fat or try to get rid of it through your bowel.

And you know, I'm reducing a very scientifically intense reaction to just a simple description but that's really, that's what's taking place here. And look, you can see it when you look in the mirror. You spend four or five days on the road just eating fast food and look at yourself, if normally you have meals that you prepare at home, you invest some time and energy into the prep of your food and what you're eating isn't necessarily ultra-processed and you'll see the difference. It doesn't take long for this to show up.

Winder: You're not going to bloat with broccoli.

Eddie: You are not going to bloat with broccoli. That's exactly, right. And you know, that happens to be, we've got a nice blog article about the super foods that help out with inflammation and guess what broccoli is one of them, right. And so, you know, it's a lifestyle choice and I'm sympathetic, not sympathetic. I take that back. I'm empathetic to the plight of people that because of schedule, they just can't invest as much time in what they eat. You know what, I understand that but if you want to be as healthy as you can and you want to be a good example to your family and others, you got to do something.

You got to find time for either meal prep or thinking about it before you go

to bed or just not eat as much because if you just take food as what's available in your life throughout the day and what you're going to eat is all ultra-processed foods and your health is going to suffer. You are at risk of degenerative diseases. Cancer, cardiovascular disease, developing diabetes, are all going to accelerate. You're not going to like how you look when you look in the mirror.

And so, if you're a person who is dissatisfied with where you're at, at the start of 2019, you just can't kind of get your head around the idea of jumping on a diet which is fine by me, at least try to think about the sourcing of your food and how processed it is and can you, if you're eating three processed meals a day, can you get it down to one? What can you do to have that food be less processed, so that you don't have these inflammatory responses? There is other benefits that are going to come from it. But this is a real critical thing and probably as much an issue as is associated with people that are inflamed, with higher risk of cardiovascular disease and they are gaining weight. It's ultra-processed food.

Winder: You know, it's almost a stretch to call it food. You know, the food sort of implies nutrition. This is just something that fills you up, so you don't feel hungry. But you know, if someone is really overweight, in China, they say, they are malnourished.

Eddie: Yeah. And we should say that too. I mean, this is just all how we are culturally sensitive and so in our country, we probably have a hard time saying that but it's manufactured food. Right, it's man made food and it's all about profit margins and making calories cheap. That's very valued in this country. I mean, it's valued at a regulatory level. And so it's all about quantity. Those empty calories, they are shortening people's lives. Bottom line.

Winder: And they engineer them to be addictive.

Eddie: They do engineer them to be addictive both with strings of fat, types of fat as well as sugars. So, there is some great stories out there, not great kind of sadly humorous stories about kids getting addicted to types of Doritos because of the way the flavor profiles work for them or soft drinks. You know, find somebody who is drinking six or seven soft drinks a day, they can't give it up. Right, it's not the caffeine because there are substitutes for that. It's that flavor profile. The way it hits them. It's the ritual of it, it's the habit, and so it's very much habit forming and that's what big food is counting on.

Winder: So, sometimes, you just have to do an interrupt program to break the cycle of eating things that are inflammatory and I would add that probably eating too much meat, particularly red meat and maybe excess or drinking milk or other things with high amounts of pesticides and chemicals would contribute to that. So, this leads into to what you're suggesting which I am now doing, thank you very much.

Eddie: Thank you.

Winder: This ten-day challenge thing. Describe what it is and the benefits and why you think, it's important and how this came about.

Eddie: Sure. And let me just make a quick comment about something you just said. If the principle source of the protein in your diet, most of the day, three meals a day is animal protein, such as dairy, dairy milk or animal steaks, chicken, whatever it happens to be, you're going to struggle to get ahead of the inflammation game. Because the way the body processes animals protein is quite different. That's not to say that you can't have a fairly healthy life if there's some animal protein in your diet.

Setting aside all the other discussions that might come with that. But if that is the dominant source of protein in your life, you're going to be inflamed and you might get away with it in your teens and your 20s, early 30s but that is going to catch up and raise your risk of the vascular disease in a way that you don't want. So, we just ask you to invest some time in educating yourself and really learning that three meats a day is not a good plan for living as long as you want to. And so, just we'll leave that there.

So the transformation program and for our members, if you go onto the site, look on the shop page, there is a transformation pack that's available. In that pack is a Super Green Juice, an Organic Super Protein and a Boost. And if you don't like caffeine and so you want to do something without caffeine, then you can get the recovery pack which is the same combination except we substitute out Boost for Green Energy. So, we're recognized that there is different people who have different approaches to that. But for me, here is how I use it. I did pick up probably five or six pounds during the fall when my elbow was hurt, just didn't exercise like I normally did. And probably because my elbow was hurt, sort of indulged myself and said, oh, I deserve that extra cookie or whatever it is.

And so when I did that, decided to jump in with Sawyer (Eddie's daughter)

and do the transformation challenge at the start of the year, some of it was because I want to get a jump start on getting back, you know, a little leaner than I am currently. But I would have done it regardless if my weight hadn't changed because I do believe in trying to hit the reset button. And I'm like anybody else. During the holiday season, everywhere you go, there is good food, there is rich food and so you get a little carried away maybe and so it's nice to take a break from all those wonderfully prepared foods.

But, for me, I believe in the value of a sprint. You know, I like the chance to get myself out of breath for a few days. And I'm one of those people and I think most people are that if I can really see it, like it's just ten days, I need to make these sacrifices, I can do that. But for ten days, by doing that what happens is in the majority of people that we work with, that we communicate with using the pack, they lose between six and eight pounds during that ten days. Man, that is motivating. That's super motivating, right and so much easier then for them to see themselves adopting a new set of habits.

And I'm not trying to turn anybody's world upside down in the near term here. Right, I don't, you know, want somebody to think well, I'm going to have to be a vegan now, for the rest of my life. That's a lot. If you've been eating three meats, at different meals throughout the day, you know, that's a lot to jump on. But for ten days, all you do is you substitute breakfast and lunch. I mean, you could substitute dinner instead or however, you want to do it. But, I'm substituting two meals that I would normally eat with a shake in the morning and a shake at lunch and then a sensible meal in the evening and I'll even try to make sure, I'm a little more disciplined about making sure my exercise happens. But by doing that, I'm going to give my body a little break. You know, those first two meals are so much easier to digest. My digestive system is going to get a little bit of break.

And so, most people then would see results enough that they would like, you know what, I'm going to try to embrace some new lifestyles. After that, once you get that initial start, then you can say to yourself, you know what, I'm going to try to have a vegan breakfast everyday. Right, you just make some steps, some sacrifice from the ultra-processed foods that you're used to, to get yourself pointed in the right direction. And if that's all you ever do, then that's fantastic. And for some people, like I know Allen Newell, he is currently doing a transformation challenge. He told me, he's going to do it for the next ten days, take about a three or four day break and he's going to

do a second pack. Because he feels like, he really needs to do a strong jump start to get the year going.

So, to mention to everybody where the free pack comes into play. And you can contact our support and they will send these details and Winder, you can even contact them, they'll send them to you if you want to put them in your show notes. Bit essentially, if you go on the transformation challenge and you video chronicle your journey – and so basically, either through Facebook Live, which is probably preferred or through Instagram Live. You go on and just share your story with us everyday. It doesn't have to be long, could be just a couple of minutes, hey folks, I'm starting the new year here, trying to create some new habits and so I'm going to be replacing my breakfast and my lunch and just tell people what you're doing. You can make it as short or as entertaining as you want to. Make a comment about it.

But if you do that and you make that information available to us, so we know and there is some hashtags that you can use. Then regardless of your results, when it's all over, we'll send you another pack for free. No questions asked. We want to support the people that are making that effort. And if you're not used to Facebook or Instagram, find a young person in your life. They'll help you learn how to do this. Almost every phone you've got out there will give you the chance to go live. But we want you to be public with this for the support you're going to receive. And most of you would be that have never done anything like this. Most of you are going to be just completely floored and shocked by how your friends jump in and say hey, I'm so proud of you or I'm excited for you or I'm thinking about doing this too or whatever it is.

So, we want to get our community involved with this idea and bring awareness to them about this subject matter. And so what I do and people watch the videos, we have is, I try to give them a tip that I've learned along the way, explain what we're doing and invite people to join us, and so this is all a part of building a healthy community. It can have positive implications for your business. But really, this is more about the community, letting people know what you're doing, what your brand is and so I encourage people to take advantage of it. I mean it's a free pack. These packs are \$149. It would be nice to have a second one for free.

Winder: And that's just a one time thing. It's not a perpetual, every time, you do it, you get a new one.

Eddie: It is not perpetual. It's just a one time thing. But it is a good solid investment.

Winder: Yes, that is. That's fantastic. So, the inflammatory diet, if you're looking for a way to really break that habit, it seems to me that this ten day challenge is pretty much going to be it. And you can have just a regular meal at night. So, it's not like you're going to fast for ten days or, you know, stand in the corner and wail and beat yourself. You know, you can, you know, have a decent meal in the evening. Just don't go overboard, right.

Eddie: I don't even care if people go a little overboard at night, right. Just go overboard with good food because eventually, that will get under control. Right, so I'm not so worried about that. It's just bringing a new dynamic to your lifestyle, of being thoughtful about it. So, if you go and look on our blog for the anti-inflammatory suggestions, these are not going to surprise anybody. But blueberries, right? Can you incorporate blueberries into your diet? One of the richest super foods out there. So many antioxidants. It has anti-inflammatory quality. Turmeric, right. So, we probably at this point all I know about turmeric certainly the life blood of our Wellspring. That's anti-inflammatory.

If blueberries and turmeric are part of your diet, if broccoli which we talked about earlier is a part of your diet, walnuts and we could really say that for almost any raw nut. Cooked nuts are okay but if those fats can be uncooked and raw, they are more accessible and easier to digest. Green leafy vegetables. Any dark green leafy vegetable, you can eat is going to support your body in terms of controlling inflammation but also support detox. You know, if you have a heavy green leafy based diet and you're using our pure body products, I'm pretty confident that you're going to be detoxed, right. That's a great investment to yourself.

Pineapple, a pineapple has enzymes, bromelain, particularly that can help the body in sort of breaking down inflammation, getting rid of excess neutrophil migration that is really sort of responsible for what we see when someone looks like you're puffy. Celery can also help out with this. It helps to reduce the amount of sort of fluid, right. So it helps with detox, like beets which we know can help to support production of nitrous oxide and then finally ginger.

But these are just the beginning. Explore and create your own list of anti-inflammatory foods to drive into your diet. It doesn't take long for this all of

a sudden be like what was I thinking because I've got so much more energy. I'm resting better. There are so many benefits but you just got to jump in. Don't be scared. In one of our videos, we talked about using the CBD oil and some people are a little scared, right because whatever their historic thoughts are about cannabis. Same thing is true here. You just got to jump in and not be scared.

Winder: And the shakes are delicious. I've done a lot of shakes over the years and man, having to gag a maggot through some of those are just, this is really good. I was blown away.

Eddie: We pride ourselves on taste, right. I mean, if you don't like it, then that kind of taste fatigue means, you're not going to be a good consumer. And we know that.

Winder: One more time about the chickpea, about the pea protein. If somebody doesn't digest that well, what was that you said they should add to that, to make it easier to handle?

Eddie: No, it's what we add to it. So because we know for some people, pea protein is difficult to digest, that pea protein in our Super Organic Super Protein is combined with fermented rice and that fermented rice, the foundational enzymes that you find there helps to break down the pea as well. And I haven't had anybody tell me they have had digestive issues. I mean, we've got thousands and thousands and thousands of people that have used that organic super protein and just haven't had anybody talk about gas or bloating. We add enzymes and then you got the native things that will be coming from the fermented rice protein. So give it a try. Look, if you're dissatisfied, everything is guaranteed. But I think folks will be really impressed with how it digests.

Winder: Fantastic. So, ten day challenge, here we go. Get on board everyone.

Eddie: So, am I going to see you going to Facebook Live?

Winder: Yeah, absolutely.

Eddie: Okay. Now, do you want me to do that on the company site or on my own Facebook page? I don't know what –

Winder: So contact support and they're going to send you what you need that will include hashtags. You go live on your site but you've got those hashtags in there, so we're going to get to see it and it makes it easier to find. You can

even go look at the tags I have in my post and harvest those and just copy and paste it, if you want to.

Eddie: I don't have a teenager in the household. This is another world.

Winder: Are you kidding me? I've seen Lynn. She looks like a teenager.

Eddie: She's going to love that one. All right, sir. Well, that's just brilliant stuff. Anything else you want to add here at the end?

Winder: Let's go out there and make 2019 the best year any of us have ever had. Your best self, right because it's clear to me that governments aren't going to do it. Corporations aren't going to do it. It's all up to us, right. We can do this for ourselves and our family. Create an example and a legacy about what happens when you really get serious about your best self.

Eddie: I love that. Be your best self. This is the year of the best self.

Winder: I like it.

Eddie: Get on board. Okay, everyone. Thanks Eddie.

Winder: Thank you Winder. Bye-bye now.

[End of Recording]