Winder: Get this going. Well, howdy. Eddie Stone, Winder Lyons here. Welcome to the call, sir.

Eddie: Hi Winder, great to have a chance to be with you. Happy New Year. Happy New Year to our audience. A brand new decade in front of us, clean white sheets of paper to scribble our life plan on for the next year.

Winder: I think it couldn't be a better time. I wanted to jump right into this because I think we're about to engage in what may be one of the most engaging and profound conversations that we've ever had. In our last call, you said a word that I had never heard before, and the word was obesogens. I didn't know such a thing existed. Let's start there. Where is that from? How long has it been around and what the heck is it?

Eddie: Well, obesogens as a term, it's been around for quite some time, primarily utilized in the scientific community, and really the deep dive in the medical community where they've tried to identify factors that contribute to weight gain, or out of control weight, or a real inability to lose weight. Really just in this classification what we're trying to discuss is the fact that as a nation we're heavy. In the developed parts of the world we're heavy.

We're heavier than we should be even though we're probably more knowledgeable than we've ever been about the role of food, types of foods, calories, role of exercise, sleep, managing stress. We've got this awareness, maybe more so than we've ever had, and yet the trend in terms of us getting heavier – when I say heavier, I'm not talking about the difference between a beach body and a normal person.

I'm talking about the fact that large segments of our population who are conscious, knowledgeable, making efforts, finding they cannot lose weight, and year after year, decade after decade, they're gaining weight. And it's impacting people's health, obviously in extremely negative ways.

Particularly from a vulnerability to cardiovascular disease, type 2 diabetes, and even cancer is influenced by a person's weight, at least when we look at it from a statistical standpoint. So obesogens is just a classification of fac-

tors. In this case, it's referencing, or what we're referencing are chemicals that have an impact on your body's ability to control weight.

Winder: I've heard it speculated that – maybe you have the statistics about this, but as of right now, about 50% of our population is obese. Is it that much?

Eddie: Oh, yeah. So when you look at the numbers, greater than half of the adult population in the US – and unfortunately, the child numbers are not far behind, fall into the obese category. And where that's going over the next decade appears to be towards 70-plus %. Now, that may not sound like a massive statistical difference, but when you look at its impact on disease, early death, healthcare costs, those are astronomical figures.

And much like aging, an aging population, cancer can impact the overall healthcare costs and budget and how we do things in this nation or around the developed parts of the world obesity has that same impact. It is massive. And so even small percentage changes can make a big difference. And then maybe more concerning is inside of saying the word that people are obese, now you've got this category called morbidly obese, which for many years held under 10% of the adult population.

That number now is climbing towards 20%. And where the trend line is, is that of that 70+% that will fit into the obese category in the next ten years based upon current dynamics, half of those people would go into the morbidly obese category and just this cascade of challenges for those persons. My heart goes out to them. Because once you get into a morbidly obese environment, now your solutions are so long-term or so dramatic or surgical, or the fact that you probably can't exercise without risk of cardiovascular event.

There's just this host of issues that we just don't seem to be able to get a handle on. And so the identification of obesogens really comes out of research. We're trying to say, “Hey, what is going on?” When people are more knowledgeable than ever before, how are they continuing to gain this unhealthy weight? And so this is really a term that comes out of research.

Winder: I have heard the speculation that literally this problem could bankrupt the United States. That is so profound.

Eddie: Yeah. There's almost no doubt about that. You know how in life you come to a fork in the road, and there's really lots of things that create that dynamic inside our society. We'll set aside things that have a political notion to them, like climate change or whatever. But in this case, because of the impact on the healthcare system, not just from a financial standpoint, but also just the physical ability to deal with people that are in this category.

You're going to come down to haves and have nots. Those that are fortunate enough to live in places that can provide healthcare, managed care for people in this category, those that live in locations that cannot, either because of geography or financial, so you're going to have people that literally die and waste away because there was just no healthcare available for whatever reason. And for somebody listening that says, "Oh, that's too dire," it's not too dire.

You need to get your head out of the sand and look at the facts of where we're going from a society standpoint, taking into account demographics, healthcare costs, and other things. This is a critical, critical thing that we face.

Winder: I was on the phone with a team member the other day, and she is obese, and she told me a story. She's writing it up and this is going to be something that we're going to leverage. But she was on a program, and her MD had her doing a food journal where she wrote down everything she ate, everything that went in her mouth she wrote down. Now that's a shocking thing. For someone who's never done that, it will surprise you. It's a really interesting exercise.

And she was going to the gym and working out for two hours every day. An hour twice a day at the gym, and her doctor – her MD, refused to believe that what was on her list was what she was eating. He thought she was lying. She wasn't, and she could not lose an ounce, not one. When you mentioned the fact that there is this real issue with plastics, and these microfibers and

that style of obesogen can prevent fat loss, that really got my attention.

I had never heard that before, and she really got excited by that notion. She bought some of the zeolites, both versions, which is where I want to go with this now. First of all, let's talk a little bit about the microplastics. They must have a positive charge, so that the zeolites will remove them. And how does that fit, and which of our products should be used in that situation, and how does somebody do that? What quantities and so on and so forth?

Eddie: If I can, let me just back up a little bit and give everything context here, since not everyone will know about your friend's story. Here's first thing to consider and what you're referring to is the fact we had a blog article, I believe, two weeks ago, maybe, that talked about the fact that it's raining plastics. For example, for us, when we test soil in an environment where we're going to be buying a crop or something like that, we're not just testing for herbicides, pesticides, fungicides, basically synthetic petroleum-based chemicals and the like.

We also now have to account for microfiber plastics. They are in the soil. And the way a plant would deal with them is that it gets taken up into the root system and essentially occupies space. So it's there. Then even if you're eating the organic broccoli from the store, it's still got some microplastics in there.

Winder: How do you get it out? How do you deal with it?

Eddie: Let's get there, but first let's let people know what happens is this category of chemicals called obesogens, which has several primary things can slow your metabolism. So it's disruptive in metabolic function. So your friend going to the gym twice a day is counting on two things with that effort. One is that the metabolism will increase to metabolize fat calories more efficiently and more throughout the day. As we get older, metabolism can slow down, and two, literally burning calories. That's a part of it.

But the problem is that obesogens, these types of chemicals, these forever chemicals, which means they have a half-life greater than our life through multiple generations, can slow the metabolism.

Number two, they disrupt the function of hormones and nerve signals in the brain so that when you eat, you don't satisfy yourself in a way that you should. So satiation, where you're filling full, that whole process is slowed. So you continue to eat even when you're not hungry because you essentially can't really satisfy yourself because the brain is missing the signal because of this disruption that is taking place.

Number three, they generally cause from a behavioral standpoint, people to crave unhealthy foods. Now think about this combination of factors. The metabolism is slow, people aren't getting the signal that they're full, and so they're craving unhealthy foods on top of that, which we know are cheap calories and lots of them. Think of junk food, ultra processed foods, things of that kind.

And then finally, and this is also concerning, particularly as we get into morbidly obese, it can increase the production and the size of fat cells. So talk about a perfect negative storm that people are facing. We're talking about these types of chemicals that come from BPA and BPS plastics, so that can be anything from a simple water bottle, which people would know about. But it could also be the lining of a can of food or other places.

It's phthalates. Phthalates are things that you find in some cosmetics, vinyl flooring, all types of food packaging, flame retardants. We have flame retardants all through our life and our society, and for positive reasons, but people don't really think much about the fact that flame retardants can also have this downstream impact on the body.

For people that are flying airplanes – I've got several million miles across several airlines, I probably can't be burned. Can't burn me at the stake, I've got so many of these flame retardants in me. And then there's things like PFOAs, PFOS now, that's a whole interesting subject matter. It fits into this category.

There's a recent movie called Dark Waters that's just come out, a big Holly-

wood production with Mark Ruffalo, that tells the story of the devil we know, which is a documentary, which tells the story of a long article piece on the impact of Teflon – fluorine chemicals found in Teflon, particularly a fluorine called C8. Most people know Teflon has been around since the ‘40s, but it made it into consumer goods in the 1960s.

Cookware, and cookware is a place where people are exposed to it, but they don't realize all the industrial applications where Teflon is. And unfortunately, the chemicals in there, the fluorines that really give it the quality of non-stick, once they get in your body, it wreaks havoc and disrupts. Can cause birth defects, cholesterol to spike, just a host of diseases, including cancer.

Ninety-nine percent of the population, Winder, has C8 – the specific fluorine found in Teflon, in their body around the globe. And when accountability was brought to bear on DuPont and 3M, 3M did stop manufacturing C8 – good for them. In the 1970s I remember my dad buying a can of Scotchgard – he was taking us skiing, and he bought a can of Scotchgard for us to spray our jeans and our shoes. Well, that's basically liquid aerosol Teflon. Nobody was paying attention to it, it's all throughout our system.

So, bottom line is, if you're not defensive on this, if you don't take a defensive posture, it's just going to happen. All the various things that occur that I've mentioned, and just the host of things we think of when we think of toxins, loss of fine motor skills, mood disorders, poor memory, loss of executive function. When you talk about a person's inability to recognize that they're satisfied, or they've had enough fuel and they continue to be hungry that's a loss of personal management or executive function.

Anyway, it's across the board. Here's what we know. First, prevention is a great idea. And from a long-term standpoint can have a positive impact. Is it the zero-sum situation? No. There's just no way anyone's going to be able to eliminate exposure to fluorines and these types of chemicals. I'll give you a little example, Maria gave me a curling – know the winter sport – a curling lesson for Christmas.

So last night we went to the Triangle Curling Club and had this lesson, which was fantastic. I didn't even know this whole environment was there. It was super fun. Part of it, the guy gave us this little pad to put our feet on so that your slide foot can move across the ice easier, made of Teflon. It's just everywhere. And I laugh about it because I'm not sure how else to handle it, because it's so disturbing. It's just in every aspect of our life.

Bottom line though is if you have Teflon cookware, get rid of it. Just get rid of it as much as possible. Don't buy cans of flame retardant material to use in your home. Your odds of probably dealing with a fire are far less than developing cancer from these types of chemicals. Number one, be conscious of the quality of air, the quality of water, the quality of food, in your home environment is important. Because in this situation, what we're trying to do is limit our exposure as much as possible.

We're not going to be able to get rid of the exposure. I'm still going to get on airplanes and they are still treated with these materials, but day in and day out, I could try to do what I can to manage that exposure. A clean lifestyle. What I mean by that is individuals that are conscious of the quality of the water that they drink, trying to manage the stress in their life and their sleep.

The reason those things are important is they support your immune function. They improve the efficiency of your immune function. A part of your body's immune function is managing toxins. So again, not a zero-sum game, can't solve all the problems of this by having a clean lifestyle. But again, in total, clean environment, clean lifestyle begins to make a difference. Healthy eating, avoiding these ultra processed foods.

When someone has their food handed to them in a styrofoam container, it's not great, because there's leaching that takes place in their PFOS in that styrofoam container. So bottom line is now we're not all able to avoid packaged food 100% of the time. But man, every bit you can makes a difference. And teaching the generation behind us to be conscious of this is just critically important. So there's lifestyle, there's food habits that can make a difference, and then the types of foods.

We know that green leafy vegetables, cruciferous vegetables, aid and help and encourage the body in its natural detoxification processes. Even exercise can have an impact in this regard because it's heavy breathing, sweating things of this kind to help you get rid of toxins, so your lifestyle. Our product, Super Green Juice is an important ally, an important asset in that kind of battle with these issues, because for most people, they just don't eat enough deep green leafy vegetables.

They don't like them. They don't like to fix them. They don't like to go and buy them, and chop them, and prep them, and everything else in between. Same reason that people like the idea of juicers, but they don't juice cause there's just a lot going on. So that's a great aid. And then there's the impact of zeolites. In several ways, some of these chemicals that I'm describing do in fact have a positive charge.

So in that regard, they're like heavy metals, arsenic, mercury, lead, cadmium, chromium, all these kinds of things. So there are some aspects of those chemicals that have positive charges. Then of course, now we've got a chance where there's the ion exchange to get trapped inside. There's the zeta effect where that charge leaps to the outer portion of the zeolite and the snowball effect it gathers and then it's dispensed out of your body.

So there's that part of the process, but also zeolites encourage additional detoxification as it's, for example, Pure Body Extra, that miracle nano-sized mineral, as it's performing and doing its work in the cell, not only is its impact on what it does itself. Ion exchange, zeta affect, the outside where it's gathering up those toxins to carry them out, it's a sweeping effect. Just like when a snowball rolls down the hill, it isn't just the snow that gathers on the snowball.

There is an effect that falls behind it, almost like you might think of the wake on a boat. And so it's all part of a collective process that can make a difference. And you didn't quite finish your story about that person was going to write up their story, but I'm guessing you're about to say they've had

some success with weight loss once they started on the zeolite. That's what happens when people begin to clean up, they find it easier.

Again, it might not be that they're trying to get back to a beach body. They're just trying to get back to a level of weight that's manageable, and allows them to be healthy from a cardiovascular and a cancer risk standpoint. And so those are the general ways that this is impacted.

Winder: A couple of points. Back to where we were with the soil and selecting our growers and so on and so forth, and if there are microplastics in the soil is there any way to get that out? Maybe growing hemp. I know hemp pulls toxins out of soil. Would that work to clean the soils? How does that help or what do we do?

Eddie: There are practices that farmers can engage in to improve the health dynamics of their soil, increase the microorganism count and things of that kind. But the principle of the article that we published was that it's raining plastic. And that's not going away.

Winder: No, forever chemicals.

Eddie: That's right. If you're out there and it's snowing, and there's an accumulation on your driveway and you shovel your driveway, but it's still snowing and a few hours from now there's going to be more accumulation. So you want to try to stay ahead of it. And you want to try to focus on the quality of the soil, and increased microorganism counts, and look for toxins and things of that kind.

But this is not zero-sum. There is no wholesale removal at a zero level of the plastics in the soil. That's just not realistic. If somebody tells you it is, they're not telling you the truth. It is about managing that, checking the qualities, and in dealing with these facts in this modern world. This blows my mind when I think about this.

There are 88,000-plus unregulated chemicals utilized every day around the globe in consumer products that people have in their lives from cookware to

clothing to whatever. And so now we're at a stage where it's management of the problem, it is not elimination of it.

Winder: So talking about the microplastics again, do they have a positive or a negative charge, or do you know?

Eddie: It would depend on what kind of plastic it is. Remember, plastic is the description of a chemical that's now in a hardened state, technically speaking. And it would depend on whether it's a type of plastic that's malleable, so think of something like vinyl that's pliable and can be bent. Or you can have plastics that are hardened and maybe every bit as hard as a stock of aluminum.

It depends on their chemical structure and other things. Some of those plastics would have a positive charge, but many will not. It's going to be the sweeping impact, the greens that's going to cause the reduction level in the body and help with the endocrine disruption and other things taking place.

Winder: Are there any specifically known microplastics or other obesogens that actually prevent the fat reduction in your body? Have those been identified?

Eddie: Fluorines which are the classes of chemicals that you think of, of what's found in Teflon. C8 was the primary fluorine culprit for the community in West Virginia that started all these problems and it suffered all these problems.

Now in North Carolina, we've got a problem on a very similar scale where DuPont opened up a new division to limit their financial liability with our state legislature giving them tax credits – absurd on so many levels. So short sighted, I get disgusted when I think about it. But they opened up a division called Chemours, which is basically DuPont. And they introduced a new fluorine called GenX to get away from C8, has the same impact on the body.

So all of these things have a similarity in that regard. So we have to think about it in classes. PFOS is fluorine, just really this class that all in various degrees disrupt your metabolism no matter what you do; disrupt your endocrine system, no matter what you do; disrupt your self management skill

set, no matter what you do. There's not one that I can say to the audience, “Okay, go look for that one on the label and avoid it.” It's just simply not the case. All of these things at various degrees are negatively impacting our bodies.

Winder: What I found so fascinating about the articles I've been reading about this stuff is that the quantity of microplastics, and in pristine environments, as well as all the places you'd expect them to be, were discovered by the US Geological Society. They were just doing testing of things and just happened to notice in their samplings that they were loaded with these microplastics.

That wasn't the focus of their study. They just noted it and went on and other people went, “What? Wait. Stop. This is not okay.” It’s a massive issue of single-use plastics and plastic bags. You can get these fibers in your body from receipts at stores. Someone hands you a receipt – I want to have gloves on when I get a receipt now.

Eddie: Remember receipts back in the day when it wasn't ink printed, that it was a little bit of heat that caused the notational lettering on the paper. They don't use that anymore, but that paper was a PFOS-based paper. So fluorines, right? So absorbed in your fingers, not unlike a law enforcement officer dealing with someone that's having a heroin or fentanyl overdose where they've got to be careful that they touch that and it gets into their blood-stream.

These chemicals operate in a very similar fashion. It doesn't matter where you live. This is a reality, because it's raining plastics.

Winder: These things, the Pure Body Regular and the Pure Body Extra Strength are, to me anyway, the least expensive form of health insurance that I know about. As we have discussed in numerous conversations before, zeolites are a wonder of nature – this particular version because it just sops up every-thing that's not supposed to be there. And now you're saying there's another process of encouraging what else is there to leave along with it. That's worth its weight in gold.

Eddie: Yeah. When I said that, one thing that people could get a visual of is think if you had a broom that was magnetized. It's going to sweep some other things with it. It isn't just going to be the things that it was attracted to. And so for me, the zeolite products, Pure Body, Pure Body Extra, they are my first line of defense. They're what I encourage my family and loved ones, anybody that gets near me.

I do have a commercial interest in it, but I know this space, I know it as well as anybody walking. I know the competition for the quality, for the price, for the efficacy. There's nothing else out there. The synthetic products do not have the same capacity from an ion exchange standpoint, it's just a reality. They can deny the reality, it's just a reality. And so to me, it starts there, then it goes to diet and green leafy vegetables, and clean lifestyle habits, and clean environment. But it's a process that begins for me, with the zeolites.

Winder: How much of the Pure Body do you personally take, and how much of the Extra Strength do you personally take every day?

Eddie: I follow them both by the label. When I'm home, I don't think too much about going beyond that. When I'm traveling, I think about it a little more so I'll up a dose here and there. Cough and cold and flu season, I'm leery of people. I'm leery of the gym and other places and the germs they carry, so I'll be a little more focused on it. But it's a strong supply as described on the label per serving.

Winder: What a fascinating thing. I think I would like to encourage everybody who listens to this to do before and after photos. Keep a journal – a food journal and just a journey journal. And let us know how you fare with this because I think what we have stumbled onto here is something that is going to be potentially life changing for thousands, and hopefully millions of people.

And maybe we can reverse this trend toward bankrupting the country and filling in all of our care facilities with obese people who don't want to be. This friend of mine who started this program the other day said she is very unhappy with all that extra weight. She knows the impact it's having on her physically, emotionally, mentally, spiritually, etc. And she wishes it weren't so, and now for the first time, she has hope that – because nobody knew. No

one could tell her why, she was doing what she was –

They all thought calories in, calories out and exercise, you're not telling the truth cause we know this works, well it didn't. And now we have the tool to shift that – the goalpost in this game and allow people something that they've never had before, which is a chance, an opportunity to be different.

My comments to her were, "Look, when you're looking at yourself, the truth of you, there's nothing you can add that's going to make you any more perfect than you already are because you're already there. The thing is, once you get to that place and then you look at the exterior, if you're not liking what you're seeing, then you can really do something about it."

And that's where she is. And it's a very thrilling and exciting place to be. And I'm quite hopeful that this is contagion of a positive sort will spread to very many people very quickly so that we can really shift things.

Eddie: I'll look forward to reading her story and understanding more about her success, because if she's doing all those things and now she's paying attention to this issue, she's going to have success. How much success can't be really said, but she's going to have success, and that's exciting to be a part of that.

Winder: Eddie Stone. Brilliant conversation, my friend. Thank you.

Eddie: Thank you, Winder. Have a great day. Thanks everybody for your time.

Winder: Talk to you.

[End of Recording]