



Transcript of Jason & Maya Caltons



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Dave: Today's cool fact of the day is that your eyes are always the same size they were when you were born, but your nose and your ears never stop growing, thanks to collagen synthesis.

Today's' podcast, we've got Jason and Mira Calton, authors of "Naked Calories", which is a fantastic book that they're re-releasing in October of 2013. You've heard Jason and Mira on the show before. They're some of my favorite people to talk with because they've got like, a powerful story. Jason's a Harvard and Yale med school-trained nutritionist, and pretty good credentials there. Mira's a licensed nutritionist, a fitness chef, and an expert in integrative health. But these crazy people traveled around the Earth to all sorts of strange places and lived with, and ate, native foods from a variety of societies for multiple years.

I've had the great fortune of sitting down with them in person many times and gotten to know them, and they have great research and a really powerful story. Like, they've lived it instead of sitting in an ivory tower and sort of thinking about it, looking at epidemiology and everything else. So, Jason and Mira, welcome back to the show.

Mira: Hey, Dave. Thanks for having us.

Jason: Thanks for having us.

Dave: Oh, you got it. Last time you were on, we talked about rich food, poor food, and why are you re-releasing "Naked Calories"? I mean, it was already a pretty profound book in the first place.

Mira: Yeah, well, this is what happened. "Rich Food, Poor Food" got really, really popular and people started to um, really just love the way it looked, loved the way it felt, loved the way that it was presented. And so we started getting a whole bunch of people writing to us and saying, you know, "Did you write anything else?" And we're like, "Well, yeah. We, we wrote 'Naked Calories.'" And then they would read "Naked Calories" and we'd get a lot of weird emails back saying, "It doesn't look like the other one. It doesn't feel like the other one." And "What am I supposed to do with all the facts in it? It's just full of facts," which was kind of shocking to hear, but people really wanted us to create it into a program. Or to tell them why the facts were important.

And so that's exactly what we did. We rewrote it as a 3 step plan to micro-nutrient sufficiency. And then we remodeled it to look a lot more, and be a lot more, user friendly like "Rich Food, Poor Food". And then we added in a whole bunch of new studies just because well, you know, it's no fun to give the same old studies all the time.

Dave: Yeah, talking about just studies can get sort of repetitious and boring uh, at a certain point. So ... All right, so you've turned into a plan, which I actually liked uh, when I, when I went through. It almost doesn't feel like the same book, but it had some of the same info in it. One of my favorite statistics was something that you guys dug up, and I'm forgetting whether it was 14 or 28,000 calories of the standard American diet to be micro-nutrient sufficient. Do you guys remember off the top of your head, which one you discovered in that?

- Jason: Absolutely. 27,575. I will remember that number til the day I die.
- Mira: That was actually um, from a research paper that, that Jason did uh, we did a while back. And that's actually one of the places that we add in more information.
- Dave: Oh, lovely. It's uh, that's probably your ATM pin code, Jason, so you better change that.
- Jason: Probably should be.
- Dave: laughter
- Mira: Won't be anymore, if it was.
- Dave: It's really funny because of all the, all the different nutritionists that I've had a chance to talk to, I think you guys hit it really hard because of the way you went around and lived in these different countries. How did you do that? It, it's part of the story that's in your writing, but for our listeners, how did you possibly manage to go and live and spend time eating all these native foods, and seeing how local cultures did things in areas where most, most people never get a chance to go?
- Jason: Well, you know when we- You know, so for the people who don't know, we spent a long time, about a year and a half to 2 years, working to reverse Mira's advanced osteoporosis, using a micro-nutrient method, rather than the typical macro-nutrient philosophy that most nutritionists deal with. So, yeah we looked at her carbs, fats, proteins and we tend to lean very much towards a low-ketogenic style uh, fat- OR a high fat diet. But, having said that, we needed to put those micro-nutrients into it. And after reversing her advanced osteoporosis, we said, "You know, let's kind of get out of the medical books and all of these, these studies trying to tell us what's healthy and what's not." Because medical science had, in our estimation, had a lot of things backwards. I mean, cholesterol is a good example of what they thought they used to know and now we're starting to realize they didn't know anything about.
- And so we said, "Let's do something like a Weston A. Price. I mean, we have the opportunity. Let's go, travel around the world. Let's live with these remote tribes. Let's see what they eat, let's sit with them, let's talk with them, and let's just observe them. Let's not try to tell them what we think. Let's just watch them and write it all down, and get an idea of what a healthy lifestyle looks like." I mean, when people are walking around and they don't have body fat, and they don't have heart disease, and they don't have diabetes, and they've never heard of the word "cancer", and they're eating in a specific way and they're living in a specific way; I think there's a lot that we can learn about what they're doing so that we can come back here to America and say, "Hey! Wait a minute. If we want to live like this, too. If we want to get rid of these diseases, if we want to be more bullet proof, we what better start to think about what we're eating and how we're living." We thought that we'd be able to apply some of our findings in our book, "Naked Calories," and that's exactly what we did do.
- Dave: I, I guess it, it is a better title than "Weston A. Price 2.0".

Jason: Yeah, probably.

Mira: Especially for that foundation. I don't think they would've liked that very much.

Dave: Exactly. Uh, for people listening who haven't heard of Weston A. Price, um, Weston A. Price wrote a book called "Nutrition and Physical Degeneration" more than 50 years ago, about what happens when you introduce western processed foods to people who are otherwise healthy. And Weston A. Price's work uh, foreshadowed a lot of the epigenetic things we're discovering today about how your food changes gene expression and how it's inheritable. And that's something that I wrote about in the "Better Baby Book", as well, and something that you guys reference in your books.

So, I, I do think you, you are the modern equivalent of Weston A. Price in that you really did go around to 100 countries and look at these things many years after the, that original, you know, early cultural anthropology kind of work was done. So, um, hats off to you guys for just spending that many years doing it. And the story's pretty fascinating-

Mira: Thanks. We're actually going to- We've been, we've been pushed now to um, start doing a lot more with that research. So if people are interested, we're going to start doing a um, I think probably weekly or bi-weekly um, video sort of segment in our blog where we're actually gonna show one of the pictures, or a few of the pictures from a different region, and explain what we witnessed there. And then talk a little bit more about how that retains, or what the lesson is that we can take away from that, that group or that culture, to bring back to our nutrition here. So we are going to be doing more with it because I think it really kind of gets people really excited to see how other people are living, and what we can learn.

Jason: Yeah, our friend Jeffrey Smith, we all know Jeffrey Smith-

Dave: Oh yeah.

Jason: Um, non-GMO and, and you know-

Mira: He's making us do it.

Jason: He really has fallen in love with the Calton Project and he's like, "You guys got to get this out there."

Mira: So much so that he's organized the whole thought process on this. He's really, really jived.

Jason: Yeah, he's- So we're, we're gonna be starting with the remote tribes and, and the way that we did the research is we, we lived with the remote tribes for a period of time. We really, you know, got a good feeling for, for how we thought that they were living and what they were doing. Um, and then we moved to the semi-remote and what that was able to do was do a compare, contrast pretty, pretty quickly and efficiently, to see what things had changed in that semi-remote area. Um, and then we can then kind of contribute that to what it is that- Or

attribute that to what it is that's happening to them uh, physically, as far as diseases and you know, lifestyle diseases and health conditions.

And then we went to the urban areas, and of course, in the urban areas, whether it's China or India or the Middle East. What have you-

Mira: Or America.

Jason: Or America, you know, where we have the most knowledge. We have the most medicine. Where we think we know the most about nutrition. We have the most disease and we have the highest rates of obesity and we seem to find the sickest, sickest people.

Dave: So just what you were doing is you'd go to the remote tribes. You bring them Coke, Pepsi, Ramen, and Snickers bars, and then you'd see what happens. Is that, do I have this right?

Mira: Oh, exactly. That's- Suitcases with us, and just make them eat it. Then we brought a scale to see how much weight they gained.

Dave: Well it, it's kind of funny because that would obviously be a horrible thing to do, but the idea that, that you've gone through and looked at what the ... Sort of the, the most original entribe, for lack of a better word, is doing. And then doing the compare and contrast. Is that a common thing in the type of research you're doing? I haven't come across that before.

Jason: No, I mean, I don't think it is. I mean, you know, it's an observational study, but um, so I mean, you know, that type of study is common, I think.

Mira: And actually, to be- To say what you said, to bring in soda and stuff. That's exactly what we saw, though. And that was one of the things that was so interesting. For example, in Papua New Guinea, they had been completely healthy and about 2 years ago, the Coca Cola factory moved in.

Dave: Oh, good God.

Mira: And literally changed their health completely. There had never been cancer. 22 years later, they're blaming cancer on something called a "beetle nut," which I s something that they've been eating-

Jason: Chewing.

Mira: Chewing, um, for like- You know, like a chew.

Dave: Yeah, I've chewed them.

Mira: Yeah, they've done it for- Forever. Thousands of years. Generations, but they're actually attributing the cancer now, to that. Which obviously is not the case. We know that 2 years ago, they had never seen white bread. Now, their breakfast consists of numerous white rolls and-



- Jason: A can of Coke.
- Mira: Cans of soda.
- Dave: Wow, that would get you up in the morning, um, for a couple years.
- Mira: Yeah, so- Yeah, it's really amazing. I mean, you see them and it's the big corporations bringing this food in. It's an immediate change in the health of the people that live there.
- Dave: That is, that is sad. Especially because the changes that happen are hard to reverse. I mean, it takes ... It takes years. I, I did the "Better Baby Book" thing because you have more leverage when someone's in the womb, to just not screw it up in the first place. 'Cause fixing is a lot harder than not breaking. So if you have people whose general societal health is intact, from a nutritional perspective, and then you break it, it's going to take a lot more work to fix it. And I, I just don't think that knowledge is widespread and, and it's very sad to hear that that's happening.
- Jason: Yeah.
- Mira: Absolutely. It's always better to prevent because when you glue something back together, it just never is quite the same either. It's really hard to do and then it's never perfect.
- Dave: If 2 years is what it takes to break someone's health with, you know, the white rolls and soda kind of diet, how long ... Assuming you have micro-nutrient sufficiency and you're eating the right foods, how long does it take to fix it?
- Jason: Well, it can be fixed relatively quickly depending on what, what health condition we're talking about. If we're talking about hypertension, let's say, you know, we get tons of clients who come in who've got, who've had hypertension for years. They've been on medication, they've been told it's genetic, and they could literally become sufficient in potassium, magnesium, and calcium, uh, within 2-3 months, they could be off their medications and they could have their blood pressure under control.
- For other conditions like osteoporosis, where we're dealing with bones, where it takes a little bit longer, you know, 2 years is a, is a, is a very fast pace to be moving from advanced osteoporosis, or even just regular osteoporosis, through back through osteopenia and into you know, a non-osteoporitic state. So, you know, that's gonna be longer periods of time. If you're dealing with other diseases like heart disease, that, that could be relatively quickly. Of course, it depends on, on what we're talking about with that condition because there's all kinds of different aspects of heart disease.
- Mira: Yeah, it also depends how long they've been deficient for. We always, we always sort of say, "It's a how, how deficient were they? How bad was the deficiency that they had? And how long have they had that deficiency?" It's usually, we always tend to look at it as swimming backwards. You know, it's, it's- It takes just as long to get healthy as it did to take sick.

Jason: Yeah.

Mira: And they're called long latency diseases on purpose, because it took a long time to get there. So those might take a little longer to come out of as well.

Dave: I've actually read, and it's been my experience, that it might take twice as long to, to come back.

Mira: Yeah.

Dave: Like, if you spent 5 years eating garbage, it might take you 10 years before you're all the way back, but the curve isn't linear. So, you get huge benefits in the first like, 2 weeks, and then more in the first 3 months. And then they sort of trickle in after that. Do you see that in your clients? Or ...

Mira: I think that you usually see them coming back fully within the same amount of time. Maybe not to what the, the science can actually measure, but what the person can feel is they're probably back within the same amount of time. Now, you know, there's still like, my bones nutrition's high and how to strengthen and become better and stronger. And that kind of stuff continues on, but I would think that the person would generally feel the results within the same amount of time.

Jason: Yeah, and I think that, you know, also too, a lot of what the research out there may be doing is, again they're trying to reverse- Or the majority of people are trying to reverse these health conditions with, you know, for us they're half the equation. You know, they're trying to do it just through what they call "healthy eating", which is funny they call it healthy eating, because what are they really- What do they consider healthier eating? What they're really saying is, "We're wanting to feed you foods with more of those micro-nutrients in them," right? We're not eating foods that have more carbs, fats, or proteins necessarily. We may play with the ratios there, but at the end of the day, we're trying to find foods that are packed with micro-nutrients.

The key, I think, is you know, it was easy at one time to identify diseases that came from micro-nutrient deficiencies. Early disease was always like this. Scurvy, we knew what it was, right? We knew, "Hey, you put, you put vitamin C in, and you're gonna reverse that, that, that deficiency disease almost immediately. Because once you become sufficient, you don't have the disease anymore." If you, if you are deficient in vitamin D, you were gonna get rickets. That was a, a one deficiency disease. One micro-nutrient deficiency.

But nowadays, we have multiple and it plays almost like an orchestra. You know, I mean, you might be deficient in three. Three of them are typically thought of as being for hypertension, so potassium, uh, calcium, and, and magnesium. If you were deficient in those 3 micro-nutrients, chances are you're going to have high blood pressure. You, you become sufficient in those, and that high blood pressure can go down in a matter of weeks.

Mira: And with the diets being so deficient, I mean, according to that same study that you were talking about with the 27,000 um, calories that you'd have to be able to eat to be sufficient ... Those

same diets in that same study were over 56%, I think, deficient in their essential vitamins and minerals. So, depending on which of those 56% are deficient, um, that's really gonna change what you become. You know, what disease, or condition, you get. And I think people are kind of shocked because, I mean, that's a really good chance that you're creating sufficiencies with your- In uh, deficiencies by your diet alone.

So when people say they don't need to supplement, and I guess that's one of the reasons that we added this new information on the praleo and the paleo and the primal diets, into "Naked Calories" is because we used to go to lectures and I think you probably heard this question come out even, on the low carb paleo cruise, was, "But I'm on a paleo diet, so I don't need to supplement because I'm already eating a better diet than everyone." So what we did is we actually went in and analyzed both um, Diane Sanfillipo's "Practical Paleo", as well as the "Primal Blue Print" from our publisher, Mark Sisson.

Dave: Oh, you guys are- You guys are bad. I can't wait to hear the results here.

Mira: Well, I'll let- Drum roll! Jason!

Jason: Yeah. Well, you know the, the good news is- the good news is, and as we might have hypothesized um, they did relatively well. They were sufficient in 56% of the 27 essential micro-nutrients that we looked at, but that still leaves you 44% deficient. I mean, that's nearly half. You're deficient in nearly half of the essential micro-nutrients.

Mira: They were higher than a lot of the other diets.

Jason: Yeah, they did-

Mira: But, that's still as far as they got you.

Jason: Yeah, it, they still could not. And if you were going to become sufficient in those 27 essential micro-nutrients, for the "Practical Paleo" diet you'd have to eat 17,000 calories. Now granted, that's a far cry from the 27,575-

Dave: And they would taste good. I mean, let's face it.

Jason: They would taste a lot better.

Mira: Her recipes rock, okay? But still, half of it.

Jason: Mark's, you'd have to 14,100. So again, um, you're still getting to that point where, obviously, way outside the bounds of what any, you know, normal human being probably wants to eat.

Mira: Yeah, the primal diet actually required the least amount of calories out of any of the diet programs, to become sufficient. Although, they were still way outside of any reasonable amount.



- Dave: So, when you measure sufficiency here, like how do you know what sufficient is?
- Jason: Well, good question.
- Mira: I'm a psychic.
- Jason: Um, yeah Mira, you're a psychic. That's...
- Dave: A crystal ball. A crystal ball with bacon under it told you, right?
- Jason: Yeah. You know, that, that's a great question. In fact, when we really look at what we're calling "sufficient", we're really just looking at that minimum level of what people consider to just, just get you by. You know, just get you so that you're not sick. So we're looking at the RDI, we're, we're looking at the RDI numbers, and which, which according to the USDA, covers you know, 95-97% of the population. Um, are we low on some RDI numbers, like with vitamin D? Yeah, I think we are. I, I think you need between 2,000 and 5,000 IUs of vitamin D daily, but you know, right now 400 is what they're giving us on the RDI.
- So we just measure everything on the RDI. We look at all the micro-nutrients that are coming in from the foods, according to the USDA's uh, database. And we just kind of you know, reverse engineer it. If the food, if the micro-nutrients didn't go in, then we're- You know, we're obviously-
- Mira: They didn't multiply.
- Jason: Obviously, you didn't absorb them. Now, we're assuming full absorption and we're assuming that you- You know, that asolic acid and phenic acid and lifestyle and drinking and you know, and exercise, and pollution, and all the micro-nutrient depleters-
- Mira: Stress.
- Jason: Are not playing a role. We're just looking at it from the straight, you know, addition column of the micro-nutrient sufficiency um, you know, equation. Obviously, if you add all those other things into it, then it becomes much more likely that you're gonna fall even further deficient. But we don't, you know, we do go into that in the book and we talk about those, how we now need to subtract micro-nutrients from, from your daily life. And that's why we're such big believers in a properly formulated multivitamin. You know, it really is gonna fill the gap between where your good diet leaves off and where sufficiency is, is actually met.
- Dave: I, I hear that over and over people saying, "Well, I get all my vitamins from my food," which is like- It's almost like, you know, I go for a long run everyday. I'm a good person, which actually that's- That might not even be good for you. And then I get all my nutrition from my food. I'm a good person. And it doesn't make any sense because I've looked at- I don't know, 1,000 people one-on-one and said, "It's great that you get all your nutrients from your food. To match that, you should get all of your toxins from Mother Nature. So you work on that end and then get all your nutrients from your food." And then they realize I'm swimming in BPA, and fossil fuels, and

all the stuff they shouldn't.

So that was actually why I asked you in the first place, how do you know what micro-nutrient sufficiency is? Because we're swimming in a toxic soup that we never did swim in, and you need things like folinic acid and B vitamins and amino acids, and even vitamin C or glutathione in levels that maybe you didn't before.

Mira: And actually, that's another area that we actually added in because we talk a lot about these EMDs, or everyday micro-nutrient depleters, that you come into contact with. And Jason mentioned a lot, stress, exercise. But one thing we didn't talk about was just the toxins. So we added that in as another EMD to be wary of. And we actually go into exactly which micro-nutrients uh, you need, in order to prevent toxicity.

So we tell you exactly which micro-nutrients will help you with lead, which ones will help you with arsenic, which ones help you with mercury. When you start looking at them, it's really kind of amazing because you know, we have so much toxic load and you know, you're hardly getting enough already and then all these EMDs come on, and you have the toxins again, even pulling even more of these micro-nutrients out. And it's really kind of interesting because sometimes, if some minerals are deficient, then it actually makes you increase the absorption of toxins. That's a crazy fact.

So for example, um, how does that one work? If, basically well, vitamin D usually increases the absorption of calcium, magnesium, and zinc. Those- If many of those minerals are deficient, then vitamin D will actually work to increase the absorption of lead.

Dave: Wow.

Jason: So, so really, what it really comes down to- And again, another kind of aspect of micro-nutrients. Most people don't know anything about micro-nutrients, but the things, the little bit that they do know, they don't realize that they're your body's natural detoxifiers. That's what we talk about-

Dave: Yeah.

Jason: If you're sufficient in salinium, you don't have to worry about mercury in your fish as much as an individual who's deficient. And that goes across the board. So it's just another thing. The more we dig in, you know, I'm a huge fan of Bruce Ains and he's just, you know, over at Berkeley. He has so much knowledge on micro-nutrients. You know, I email him all the time, back and forth, asking- Still asking him questions. Um, and you know, what we're finding is that these micro-nutrient deficiencies are just at the heart of almost every single health condition and disease that we're facing today.

Um, and so you know, that's, that's why we're so passionate about it. We just want you to become sufficient in those micro-nutrients. We want you to use the 3 steps and if you do become sufficient in the micro-nutrients, you'd have such a better chance at and the diseases that we're all afraid to get. I mean, we're all getting older. As you get into our 40's and our 50's,

we start thinking to ourselves, "You know, when's the other shoe gonna drop? What disease am I going to get?" The realization is, you don't have to get a disease, but you better be sufficient in your micro-nutrients or, or there's a good chance you will get one.

Dave: This is something that I've, I've believed for uh, more than a decade. I, I have this domain I registered years ago, like, "Vitamintests.com" or something similar to that. Because I was looking for ways to do this and I did a, a pretty exhaustive look at what you could do 10 years ago, in order to know what your, your intra and inter-cellular levels were. You know, you can look at urinary excretion of minerals and organic acids. And even today, you could drop \$20,000 trying to figure out if your body was micro-nutrient sufficient, and probably still miss on some pieces of data that you could get.

So like, okay, if I want to- I want to go out there and invest in getting the data so I can optimize my micro-nutrient status. Where do I go? Like, what do I do? What kind of testing can the average person afford? I mean, I can't afford \$20,000 on testing, to be perfectly honest. But I would spend \$1000 to know where I was once a year as part of, you know, my anti-health insurance plan.

Jason: Yeah. Well, you know, I mean, you know, there's a lot of bio-hackers out there that love to get into the numbers. And quite frankly, we, we look at it from a, from a different perspective. We look at it like, you know, we could go take the measurements and you could- They could give me the snapshot from my hair, or my blood, or however kind of testing they may want to do uh, on the micro-nutrients. First of all, most of those tests aren't necessarily a full gamete of tests. as far as all the micro-nutrients. But why don't we just do it the other way? Why don't we do it maybe, what, what seems like the easier way? Let's just look at what micro-nutrients are going in, and if, if, if enough are not going in based on what you're eating-

And it's not very hard to sit down and say, "I ate, you know, what? 4 ounces of this, and 5 ounces of this." Measure it out. I mean, if you're gonna spend the time anyway, it's not very difficult to see exactly what you're eating over a 3-5 day period. And really, just dig deep. Look at what micro-nutrients are in the foods that you've just eaten, and compare that with what the minimum levels are that, supposedly, we need in order to meet minimum health requirements. If they're not coming up to par in a majority of the areas, I, it doesn't matter that those tests say. You're going to be deficient. And then like I said, then you add in all those other everyday micro-nutrient depleters. And if you don't know what those things are doing, just subtract about another 30-40%.

Dave: Jason and Mira, I mean, I love you guys. But that sounds a bit like voodoo. Because-

Jason: laughter

Dave: I mean, I, I just did a piece about kale and depending on which species of kale, one of them has 3 times more oxalic acid than the other. Depending on the soil quality, where I've been spending a lot of my research efforts lately, if your soil is intact and has intact microorganisms, and isn't sprayed with Roundup, the amount of minerals and vitamins in your food can vary by up to 10x. And the availability of those things may change dramatically depending on whether they're

chelated or um, bound to other stuff that's, that's in the food. So how do you know that the spinach grew in high iron soil, versus low iron soil? Like, like aren't those tables mystic?

Mira: Those tables are crazy, the USDA tables, first of all. So, this is the best- This is the best stuff you can use? And it's still nuts because we know- We've looked at the studies also. There's a huge range of spinach out there. There's a huge range of beef out there.

Dave: Yeah.

Mira: And that's the crazy thing. I mean, depending on what part of the country it is, your soil might be void of one mineral or something, all together. So, you're really, I mean your chances of getting the good piece of every type of food, it's minimal. What they've done is they've averaged it out in cross-country testing, and that's where those numbers come from, that the USDA uses. So, they're, they're basically trying to give you the best average sampling they can.

Dave: So, so you'll probably beat those numbers if you're shopping at your local farmer's market?

Jason: You, you could beat those numbers if you're shopping at the farmer's market. There's a good chance of it, but again, it really-

Mira: But we talked to hybrid mono-growers also, and they might not be doing the right nutrients that based for the, you know-

Dave: Yeah, it looks like food, but it doesn't, it doesn't perform like food when it's-

Mira: Yes! So it's, you know, a lot of times you know, farmer's market is great. We were there recently. We even asked the farmer about our zucchini and if it was GMO and they didn't even know what that meant.

Dave: Yeah.

Mira: So I didn't buy from him, let's just say. But um, yeah, it's, it's ... You're, you're not gonna get the best quality and everything unless you're maybe growing it yourself and you're doing all of the soil completion. You're actually studying all this and putting the micro- Everything and getting all that bacteria and everything perfect.

Dave: I'm starting to do that. Like, I'm shopping for a place where I can grow my own food in enough quantity- Like, at least 10 acres.

Mira: I'm coming over for dinner.

Dave: Absolutely, but like I've decided that, you know, I, I am a bio-hacker and I like to have fun with this stuff. And I think it all starts with the soil and the water. And so I want to have a place where I can control those, and uh, particularly since I have young kids, uh, I like the idea of them going outside and shoveling for 3 or 4 hours.

- Mira: Yep.
- Dave: So, having a, having a garden is gonna be good.
- Jason: Absolutely. No, I mean it's, that's exactly- That's what, you know- That's what we would strive to do as well. I mean, if we, we had the time. And you know, one of these days when we get back to having our own time again, that's something we want to do as well. But then you know, then you've got the other side that we're always on the road. And so, you know, we know what we're doing, but guess what? The hotel I'm staying at next week, and the one I just got back from yesterday, and the airplane that I just flew on- You know, I have to live in the real world.
- Dave: Yep.
- Jason: So, you know, I always prefer to-
- Mira: Back to the supplement store.
- Jason: To err on the side of, you know what? Just assume the deficiency and work forward.
- Dave: I travel with a bag- Actually, 3 bags a day of vitamins. Like 3 crack baggies, good size ones, where you know, there's the stuff that absorbs when you wake up on empty stomach. There's stuff that absorbs with a meal, and stuff that helps you sleep better. And it's ... On, on the road, it's twice as big as it is at home, in order to help account for that. So, uh, I don't, I don't think I'll ever stop supplementing. And the, the biggest risk for the things that I've selected is that I might have expensive urine.
- Mira: Exactly, and how- Gee, that would be horrible, really.
- Jason: Yeah.
- Dave: Tragedy.
- Mira: If that's the worst that happens to you.
- Jason: Yeah, it's still cheaper than the \$20,000 test, right?
- Dave: Well, let's- Let's talk- It is. Let's talk about some of the other risks. Are there risks from supplementation? I mean, we know too much vitamin A and some of the fat soluble ones, there's risks. But, I hear occasionally doctors, like the one- My former family physician from 15 years ago, um, who said, "Stop taking 3 grams of vitamin C a day. It could kill you." Like, with alarm in his voice.
- Mira: Yeah.
- Dave: Um, okay. That was BS. But what vitamins should people maybe be concerned about over-supplementing?

- Jason: Well, I mean, I ...
- Mira: Iron.
- Jason: Iron probably. You know, I think ...I'm not positive, so don't quote me on this, but I think that there's only been one real condition reported to the FDA about, about vitamins. And I think it was a child overdosing on an iron supplement that he got and he just took the whole thing.
- Dave: Yeah.
- Jason: So, you know, one, one death from vitamins. So there, there you go. Now, of course, any of the fat soluble vitamins, vitamin A, could become toxic if you way overdosed it. Not necessarily in food, because when we're dealing with the oils, like the different um-
- Dave: Cod liver.
- Jason: Cod liver oils that are gonna have high amounts of vitamin A, they're also gonna contain vitamin D, which is its natural competitor. So, food naturally balances. It's almost- It's almost impossible. Matter of fact, I think it would, it would be impossible to overdose on a micro-nutrient by eating food. When we're supplementing individual supplements, iron would be my biggest risk factor, followed by maybe vitamin A.
- Dave: Uh, that, that matches uh, the research I've done. I've noticed in my, my coaching clients- Once you eat a lot of red meat, and I'm a proponent of red meat, particularly for the fat that comes with it. Not lean red meat, but fatty red meat. Um, that they-
- Mira: As long as it's good quality fat.
- Dave: Yeah, you want the high quality fat, even just to help digest the protein. But um, if they're doing it excessively, uh ... They will get high ferritin. And you know, donating blood is a great way to deal with that, but if you're supplementing with iron on top of eating a paleo style diet, or a bullet proof diet, uh, or any of the high nutrient density diets, I think you do run the risk of having high ferritin and high ferritin is correlated with some- Actually, a lot of markers of aging. So giving blood is something I recommend that everyone do anyway.
- Mira: Yeah, I mean, absolutely. And that's another reason why we didn't put iron- That's one of the many reasons why we didn't put iron into nutrients. Um, iron also, what people probably might not understand is, iron has 10 natural competitions.
- Jason: Yes.
- Mira: It actually has, it actually has a negative effect or has 10 competitions with other micro-nutrients.
- Dave: When you put it in nutrients uh, for, for people listening, um ... Not only are we talking about

your book. You guys have a multivitamins that is, is, excessively carefully formulated, I would just call it.

Mira:

Dave: And it's called "nutrience." Uh, N-U-T-R-I-E-N-C-E. Uh, not just like "nutrients", so that there wasn't confusion to the people listening-

Mira: We couldn't get that name.

Dave: Yeah, just, just so people uh, on the radio driving, uh, when they hear this, they'll, they'll understand. And you guys really went into this.

Jason: Yeah. Well, you know, it's really our baby. You know? This is, this is what, this is the formulation that we use to reverse Mira's advanced osteoporosis and it's, it is, it is a labor of love. And there's always, we're always improving it. So-

Mira: In fact-

Jason: In fact, you are directly responsible for our, our-

Mira: Latest improvement.

Jason: Our latest improvement.

Dave: Did you pull folic acid out? Tell me you did?

Jason: We did, and we put-

Dave: Oh! Okay, now I can recommend this without reservation. Thank you!

Jason: Without-

Dave: Okay, we got to talk.

Mira: Yeah, the only reason we were hesitating is 'cause uh, we do have a lot of people overseas that take it.

Dave: Yeah.

Mira: And it's not yet-

Jason: Approved in the EU and-

Mira: Approved.

Jason: And Australia, but that's okay. We're-



- Mira: But we decided the, it is worth it.
- Jason: Yeah, we decided that you know, our main goal with creating Nutrience was to create a formula that would help people absorb the most amount of micro-nutrients and I couldn't make an argument against the fact that, at least 10% of the population don't have the gene to be able to convert folic acid into the usable form.
- Dave: Yeah.
- Jason: And, and then another 30% or so had a hard time with it. So even if we gave half of that, I'm still talking about 25% of the population would have poor absorption rates and that wasn't our ultimate goal.
- Mira: That wasn't okay with us.
- Jason: So-
- Dave: Guys, the, the reason that I haven't been recommending it uh, on the site, was because of that and we talked about this on the low-carb cruise. And I was worried that 25% of people- Thank you for making, what I would say, is a great call on that. So I, I will uh, I will do a write up on, on Nutrience on this site in the next- I don't know how, how quickly, but um- Because I, I was totally impressed with, with the way you think and the way you formulated this thing. Uh, and I'm also a perfectionist from that perspective, so you nailed it. Thank you. Like, this is, this is huge.
- Jason: Yeah.
- Mira: Yeah, basically for people who don't know, what we, what we ... What we spent so much of our time studying was, the natural competitions or the antagonistic relationships between all of the micro-nutrients. So it's just like little kids who start yelling at each other. It doesn't help to say, "Stop yelling." You literally have to take one and put them in one part of the room, and put one in another room before they stop. So that's what we did with the vitamins. We put some into an AM formula, and some into a PM formula, and we were able to cancel out all of the micro-nutrient competitions, as well as match a whole lot of synergies, which give it added ... Added, um, utilization and absorption benefits.
- Dave: So, so for people listening ... For more than a decade, I have a, a stack of vitamin bottles that I take in the morning, and a stack of vitamin bottles that I take at night. Because this anti-competition technology- Great, great uh, name by the way, for that. Uh, like it's, it's real. Like, your minerals come in better in the evening and things like that. And most people don't know about it, so like, there are probably 50,000 little decisions that you make when you're formulating a multivitamin like this. And most multivitamins on the market, um, completely ignore all of them. Like, there's quality issues with uh, with what goes into them. The ratios were off, the timing's off, and the number one thing uh, that people look at- And I know 'cause I've, I've done the, the analysis of this in business school- Is, "How many pills a day do I have to

take?"

You wanted to put enough magnesium in there, but you didn't want to have 6 pills so you threw out the magnesium, which threw off the balance. So, tell people the way you guys went about uh, solving that, "I don't want to take too many pills" kind of problem.

Jason: Yeah, well we made it into a powder. You know, that was the- That was the big thing-

Mira: the only way to get it in.

Jason: With pills, you've got binders, fillers, excipients. You know how they're all done. And you know, the manufacturers, they're telling you to throw things in there. And, and if somebody listening now says, "Well, wait a minute. My multivitamin's complete." No it's not. Go look at it. Right now, pull it off the shelf. I'll tell you right now, you do not have 400 milligrams of magnesium in there-

Dave: You can't.

Jason: 250 milligrams of calcium, or 2,000 IUs of vitamin D, or 6 milligrams of lutine, or vitamin K1 and vitamin K2. So, what they can do is if they do want to investigative work, they can go right to our website. We've got a free quiz on there. I think it's 12 or 13 questions. They can just- We'll ask them different things about their multivitamins. It's called, "The ABC stack up quiz", right on the main page. Um, and we'll give them an evaluation of their multivitamin based on what we call the ABC's of optimal supplementation guidelines, which evaluates absorbency, beneficial quantities, competition, and synergy characteristics of their multivitamin. And then we'll compare that with Nutrience as well, so they can get a pretty clear picture of where their multivitamin may be doing very well, but then where it may be weak, you know, too.

Dave: This is uh, this is cool stuff. Uh, I, I want to chat with you guys and look through the new formula uh, one last time, but I, I'd be interested in helping more people find a good quality multivitamin. For, for a very long time I've actually said, "Don't really take multivitamins." I used to do it, but you couldn't ... You couldn't control the ratios and I never found one that really kind of met the standards and yours was the closest.

Mira: Well, there you go. We also, just so you know, we added in NK4, NK7, um both in this one, as well. 'Cause all the research was having great benefits with both, so yeah. We're really, we're fine tuning.

Dave: All right. Well, this is, this is exciting news. I, I always kind of- Like, I have great respect for the work you've done uh, and I was, I was always like, "Man, this folic acid thing." I am one of the 10% with the genetic um, mutation where I don't handle folic acid very well. And you know, throwing it in food all willy nilly uh, for, it seems like for a quarter of the population, it's not serving them. The other 3 quarters it might be, but uh- So personally, I was ... I was concerned about that. Brought it up and the fact that you guys, you know, changed the formula, that really um ... I really respect that. And it's, this is super cool. So I'm going to start uh, start taking it and uh, we'll see how I- How I do on it, but I'm really pleased.

And if you're listening to this, you can tell, we don't plan these ahead of time. We're, we're just talking, but man, I'm excited.

Mira: We haven't seen you in like a month and we forgot to tell you. So we wanted to make sure to let you know.

Jason: Yeah, and it's, in all reality, and I'll be honest here. Because we're talking as friends, you know, here, now. But it was really you asking me that question again. And the fact that I respect you as much as I do- And Mira, as well, respects you as much. We both respect you. And I really took a hard look at it, and I- Quite frankly, I probably wouldn't have changed it as quickly had it not been for you. So we're, we're-

Mira: So thank you.

Jason: We're just really thankful that you did that and that you're excited about it.

Mira: Constant honesty from friends.

Jason: Yeah, that's what we need sometimes, you know? Love.

Dave: Well, I ... You guys have certainly- You'd already earned my respect, but uh, just, it takes a lot of integrity to do that. I doubt it changed your cost that much, but it probably- In fact, not probably. I know because I, I formulate vitamins. Making a change in the manufacturing process of something as complex as a multivitamin like that, it's a pain in the ass.

Jason: Yes, it is.

Mira: Yes, it is.

Jason: Yes, it is. And you've got to get special permission. You know, Mark makes this uh ... Particular type that we're gonna be utilizing. Uh, you've got to be- You've got to get special permission and, and even though it didn't change the price point, we were able to hold the price point on it. It, it's probably the most expensive ingredient in the formulation.

Dave: Wow. Well, respect. It's, it's worth it.

Jason: Yeah.

Dave: So um, I'm sure people are interested in this. Uh, where can they try your cool, new multivitamin?

Jason: Well, listen. What we'll do is, um, we want all your people to be able to try it if they like it, so we've got- We'll do 2 different things. You, they can go right to the website, uh, and-

Mira: Media@caltonnutrition.com.



Jason: What's that?

Mira: Media@caltonnutrition.com, shoot us an email.

Jason: Shoot us an email, let us know that you'd like to try a sample. Now, we've got 2 types. We have what we call the original, which is flavored with natural flavors. Sprayed on non-GMO bases, from you know, so it's- We've really done the homework on this. Um, and then we use Stevia. Or for the purists, we have just what we have the Nutrience-natural

Mira: No flavor

Jason: Natural, which is no flavor and no sweetener. You can add your own or just drink it straight, like the hardcore people do. Let us know what kind you'd like to try, or if you'd like to try both, and we'll send you a free sample uh, out to you. We won't even charge you shipping and handling. We'll be happy to take on that cost. Uh-

Mira: And so email it at media, M-E-D-I-A, @Calton, C-A-L-T-O-N, nutrition.com. That's the best way to, to do that. And we'll make sure to get those samples out to people.

Dave: All right, so here's a question. Uh, I have a 4 year old and a 6 year old-

Mira: Yep.

Dave: And my, my son who's 4 is like, "Look, daddy! I can take 6 pills at one time." Of course, they're like vitamin C or like glutamine, or something. We're very careful around that, but you know, for him, it's a question of being an adult because he might have seen me take 25 at a time. Uh, so ...

Mira: I want to be just like daddy when I grow up.

Dave: Yeah, I'm like, "You don't need to take that many. You're 4." But a lot of kids won't take any vitamins and being in a powder format is awesome. But I also know from you know, being involved with vitamins, that pretty much you cut your legal risks dramatically if you say, "Do not use if you're alive" on your label. Uh, and certainly, if you're under 18, et cetera, et cetera. Can I give like, a quarter packet of Nutrience to my kids? Can you answer that on the air, or should you say, "Let me talk to my attorney." I would respect that answer just fine.

Mira: Yeah.

Jason: Yeah. Well, listen.

Mira: It's actually on the side of the box.

Jason: Yeah, I talked to Bruce Aimes about this as well, 'cause I, I wanted to make sure that I um-

Mira: Covered our bases.

Jason: Covered my base as well, but um, and I asked him this specific question. Is there anything in the, in the multivitamin, the way it's formulated now, that, that he would think could not be given to a child over the age of 4? Um, and he replied, "Absolutely not." Um, so we do, we do think that you could use a full packet for children over the age of 4. Half packet-

Mira: Because it's only, because they're not mega doses, it's safer 4 and older.

Jason: Yeah, maybe we should state that as well.

Mira: Yeah, because we don't mega-dose in the, in the micro-nutrients formulation at all, it's actually safe for 4 and older. And we have a cool, cool thing that we've been doing for our nieces. Um, basically, we started buying the uh, grass fed gelatin-

Jason: it's great.

Mira: The Great Lakes.

Dave: Have you tried my collagen, which totally tastes better? 'Cause I can tell you some secrets about-

Mira: No, and we didn't know that. So now we're gonna make jello together.

Jason: Oh, let's do that! Yeah.

Mira: We have been making Jello-

Dave: Oh, yeah.

Mira: And um, we also make the, take that and make it into gummies.

Jason: Gummies.

Dave: Oh wow.

Jason: The kids love them.

Mira: I have, I have gummy mold, and so it is- I, Mira loves them.

Jason: Actually Mira loves them.

Mira: Auntie Mira likes the gummy ones, too.

Dave: Oh, we totally- Oh, what a great idea. All right, so gummy vitamins. I'll uh, I'll even send you some collagen if you want. But yeah-



Mira: Awesome.

Dave: It, it turns out that uh, some of the collagen on the market- I, it took me like, a year, to formulate my hydrolyzed collagen stuff from grass fed cows. Um, but some of the stuff out there is like, bulk uh, odd lot kind of purchased stuff.

Jason: Yep.

Dave: And so, what you get each time varies pretty greatly. Um, so uh, yeah it'd be interesting to, to give you the hydrolyzed stuff that absorbs quickly. And it does uh, it does form Jello-

Mira: Okay, cool.

Dave: Uh, depending on like the mesh size, it's-

Mira: Yeah, that's great.

Dave: It's yeah, the whole collagen thing is kind of an amazing- Uh, amazing supplement in and of itself.

Mira: Yeah, we're gonna be coming out with a um, a cook book of just Jello. Working actually with um, Leon Elliot, "Saving Dinner".

Dave: Oh, I totally want to like, like hook up with you guys on that because like, I have-

Mira: Well, you should!

Dave: The best collagen on the planet.

Mira: It's a Jello and gummy cook book.

Dave: Oh my God. That's awesome.

Mira: You can come in on it.

Jason: Yeah, we'll get your collagen in on it.

Mira: Red rover, red rover.

Dave: Yeah, let's talk about that. Oh my goodness. I'm so excited because I honestly think that, as a protein source, collagen might be one of the most important things uh, because of what it does for electron flow in the skin and skin hydration. Not, not even the formation of connective protein tissues, but to allow like, the free movement of liquids. So giving collagen to your kids when collagen is the formation of- Or is the, the scaffolding for the formation of bones as they're growing and all. I think you're gonna have like, healthier kids for life. So, like, like go forward with your gummy cook book. Let's make, you know, Knox Blocks, but made with healthy

collagen. Like, become something kids eat again. Wow, what a cool thing.

Mira: Exactly. My sister said to me, "They're picky. They're never going to eat them." I'm like, "They will eat them and they will like them, and I'm going to give them to them. And you're not gonna be anywhere near me when I do 'cause if you make a face, they're not going to like them."

Dave: laughter

Mira: So I went over and I brought a whole bunch of gummy bears, and I made them into little soldiers and little fun shapes. I got a bunch of molds. And they tasted the first one, and totally loved it! She came back and she's like, "See," and I'm like- I'm like, "They liked them." She's like, "ell, see. They always say that. They'll eat one and then they'll never eat another one. They'll just like it one day." And I'm like, "Okay, fine." So I did it again. And I proved her wrong.

Dave: Oh, this is ... I totally didn't think we were gonna talk about anything like this.

Mira: they love these things.

Dave: Oh, how, how neat. All right. Just, this is even cooler. So we're gonna be able to make our own gummy vitamins in whatever your kid's favorite shape is, and flavor them however you want.

Jason: Yeah.

Dave: Okay, here we go. Coffee flavored gummies. I'm kidding.

Mira: laughter

Dave: But, there is a question here. One of the things that I've made that my kids liked- And in the morning, they're allowed to have like, a tablespoon of coffee- Is I'll mix uh, the upgraded collagen with coconut milk. Or even I'll blend it with butter, and collagen, and then I'll let it sit in the fridge. And it's like, because it has the fat in it, it's more kind of like a creamy like, pudding-ish sort of thing. But it's, it's gelatinized a little bit more. Is there a need- And I was gonna ask you this earlier. I, I've seen nutrients just poured in water and it works fine, but if I put it in a smoothie, is putting like, the upgraded MCT oil or coconut milk or butter or, or some kind of fat- Is that a good idea? Or have you accounted for the fat solubility of the vitamin D and vitamin K and all that?

Mira: Well, bravo questions from you here today. Yeah, we absolutely have, even on the side of the box, it actually says to take your AM and your PM with a fat source. You're right.

Jason: Yeah.

Mira: Absolutely.

Dave: So-

- Jason: MCT would be phenomenal. You know, when you get into butter, now- Some people may use a lot of butter, and there's no problem with using a lot of butter, but butter is going to contain some micro-nutrients. Especially grass fed butter.
- Dave: Yeah, yeah.
- Jason: So we'd much prefer you to use something like an MCT oil, um-
- Mira: Coconut oil.
- Jason: Coconut oil. Those would be better oils. Butter isn't gonna kill you once in a while, so that's fine, too. But you want a fat source, and you mentioned exactly why. Because those fat soluble vitamins, you know, need that fat to help absorption.
- Mira: Yeah, we do put some oil into the gummies.
- Dave: Oh, there you go. Okay, so a little bit in there. 'Cause it, it seems to make them a little bit more palatable anyway. But, that's an interesting point. You're concerned that there are micro-nutrients in the butter. That there are micro-nutrients, and that those would interfere with the absorption of the other micro-nutrients in, in the balance that you've created.
- Mira: Right. That's why we don't let people take them within 30 minutes of their food.
- Dave: So you wouldn't mix it with your breakfast, but ... Interesting. So I'm, I'm now wondering um, you would get, if you're making normal bold proof coffee, the way I, I've been making it lately is, you know, I used 2 tablespoons of butter. And I used a tablespoon of bran octane, which is like a, a purer form of MCT. It's just the C8.
- Jason: Yeah.
- Dave: And when, when I do that, like it, it's amazing, but it does have some micro-nutrients. I was just thinking, I could dump nutrients in there if it didn't ruin like, the creamy flavor of the coffee. I, I, I don't know.
- Mira: We've tried it already.
- Dave: Oh, how is it in bullet proof coffee? Like, is it, is it good or is it not a flavor you should do?
- Jason: We need some experimenting. Um-
- Mira: We play with it.
- Dave: That would be a no.
- Jason: There's some- I don't know why it would change the flavor because it really takes on uh, you know, it almost takes on the flavor of anything. I've tried it in the coffee. I'm going to have to

play with it.

- Dave: All right. That, that sounds like it's probably not an obvious move, but I'll play with it as well. I need to get a case of the stuff from you and I'll, I'll try it for a few months and I'll look at my Wellness FX results and uh, and see how, see how it does. But man, what an exciting, an exciting call. I did not think that we were going to go down that path. So, what, what good news.
- Jason: Right.
- Mira: We're thrilled. We're, we're very excited and I'm so happy that you have the collagen because then you can um, come and cook with us.
- Jason: Yep.
- Mira: We'll have a "Cooking with the Caltons" and, and-
- Dave: I will.
- Mira: It'll be fun.
- Dave: That would be incredible and after the show I'll make sure I uh, I ship you some of the, the upgraded collagen 'cause it's ... Finding the source for that stuff was really hard. You, you wouldn't believe this, but China acquired almost every animal skin from South America, where the grass fed skins are, mostly for leather. So there's kind of a shortage of grass fed collagen. It's made from the skin of the animals, where there's a ton of good quality collagen, instead of like, boiling down like, knuckles and hooves, which is how most collagen is made.
- Jason: Right.
- Dave: And it requires refrigeration on site, what whereas making leather just requires, you know, throw the animal skins in a big pile and do something if they stink. It doesn't matter, you're gonna clean them later. So-
- Jason: Right.
- Dave: Like, I, I just found it to be like, why does it have to be so hard just to get good quality collagen. So, yeah. It'll, it'll be really cool to, to play with this stuff and uh, if we need some that's super gummy, I can work with my formulator on like, the extra gummy collagen. Some of that stuff is like, really gummy. So um-
- Mira: Yeah, extra gummy works the best for the gummy bears.
- Dave: All right.
- Mira: laughter

- Dave: Nice. Well we're, we're at towards the end of our time, but ... There's a question I always ask people. And I've asked you this question before on the show, but I'm gonna ask you again, and this time I want different answers. So ... The question is, the top three recommendations that you would make for people for, for being more bullet proof. Just for kicking more ass. It doesn't have to be, you know, just vitamins, or nutrition, or anything else. Mira, last time you said, "Be true to yourself. You know, you are what you eat and find someone to love." Give me some more, some more hints here.
- Mira: God, love just keeps coming back. Um, you know, try to help others.
- Dave: Ah, service to others. Cool.
- Mira: Service to others, definitely. You know, it really is, the more you put out there, the more, the more the world will offer to you. And always say "yes." Maybe that's not something you want to teach your teenage daughter, um
- Dave: laughter
- Mira: I mean that in a different way. I mean, be open to anything that the world puts in front of you. Don't close your- Don't close your eyes to the world's possibilities. And um, goodness. What's another one? Learn what's in your food? We have to just say it. You know, learn, learn where your food's coming from, what's, what ingredients in it, and then try to upgrade it.
- Dave: I, I love that. And Jason, last time you said, "Your micro-nutrients and travel and don't get stuck in a bubble. And find someone to love." And you guys certainly have done that with each other. Tell me some more.
- Jason: Well, I mean I think we kind of demonstrated one aspect. You know, rethink everything all the time. You might think you know, and you've got your everything down the way you, you want it, but I- You know, I can't tell you how many times, you know, somebody comes along and you know, gives me an opposite answer. And this is something that happened early in my career. I was, I was thankfully very successful early in my career. And I surrounded myself with what I later realized was a bunch of "yes" people, which means I would walk in and I would give a brilliant idea, or I thought it was a brilliant idea, and everybody would just say, "Yeah."
- And later, when I met Mira, I realized that I was probably wrong about 80% of the time-
- Mira: laughter
- Jason: And I wish I would've known that before, so ... Rethink everything. Um, I think also, work- You know, if you're not working with your spouse in some way, and, and, and you have a meaningful relationship ... Reconsider that as well. Because, I think a lot of people they get- They get shot off on their own direction and I think working together is something that a lot of people don't think about doing, but you know, Mira and I have been doing it and it's just it, hugely rewarding. Um ... I mean, you know, I wouldn't be me if I didn't say micro-nutrient sufficiency, micro-nutrient sufficiency, micro-nutrient sufficiency.



Mira: And for anyone who knows him, that's what he says all the time.

Dave: Yeah, I, I kind of imagine that you try and say that while you're brushing your teeth, like,... So-

Jason: .

Mira: It's a fun drinking game that people play when they're with him.

Dave: Nice. Okay, last question. If I take Nutrience and I put it in a shot of vodka, is that good?

Mira: laughter. I will say that we've seen people do it.

Dave: laughter.

Jason: It tastes good to me.

Mira: We recommend the original flavor. No, you know, it's ... That's where that question goes.

Dave: Well, um, I look forward to creating the vodka gummy Nutrience chewy.

Jason: Oh.

Mira: You know, they have those if you want Jello shots in college campuses. We'll take it by storm.

Jason: They've just gotten a lot healthier.

Dave: On that note, Jason, Mira, it's, it's always a pleasure to get a chance to hang out with you guys, whether it's on a podcast or, or in person. I think we'll see each other in, in Tampa in another few months. But uh, after the show, I'll make sure to put up the links so people can get just an envelope with a couple packets of Nutrience to, to try it out. And appreciate the integrity that you have in, in you know, constantly upgrading and improving uh, what you're doing. It's uh, man, respect.

Mira: Aw, thank you so much. We're, we're really-

Jason: Thank you, Dave.

Mira: Really excited to be back and to be working with you on some fun projects. So it'll be very cool.

Jason: Absolutely, and if they, if they- People do want to try Nutrience by itself, we'll even put a coupon code out there. Easy to remember. Just type in "bullet proof"-

Dave: All right.

Jason: And we will get them a \$10 off uh, off their order for Nutrience.



Mira: All caps.

Jason: All caps, "bullet proof".

Dave: You guys are awesome. And for everyone listening here, uh, I'm, I'm not taking a cut of that. This is a pretty cool thing and I had, I had no clue that, that they made the last change that, that was kind of blocking my, my recommendation here. So, this is just for you guys who are listening. Um, Jason, Mira, thanks again and we'll talk soon.

Jason: All right, brother. Talk to you later.

Mira: Cool. Thanks so much.

Dave: All right. Bye.

Mira: bye.

Jason: bye.