

Announcer: Bulletproof Radio, a state of high performance.

Dave Asprey: You're listening to Bulletproof Radio with Dave Asprey. Today's cool fact of the day is that MS is about to be imminently hackable, and that's because the University of Wisconsin researchers just noticed that UV blocking sunscreens specifically those containing something called salicylic acid esters, this would be something related to aspirin, led to a reduction or elimination of MS symptoms in mice. Isn't it kind of interesting that this combination of UV light on the sunscreen itself created effects related to light triggers formation of these compounds in your cells? Even if we don't know right away that this is going to solve MS, the fact that we're understanding the interaction of light in compounds in our cells as a huge variable for MS, even in a mouse model, it's telling us it's the food we eat, it's the light in our environment and it's all these other things that come together to cause neurodegeneration.

In the flip side of MS, and the reason you read so much about MS in Head Strong is that when we look at Alzheimer's, Multiple Sclerosis and other diseases of the nervous system when you do the opposite of those things to make the nervous system stronger, to support the insulation around your nerves, which comes from food, which comes from lifestyle, which comes from light, those things are really powerful. Seeing research like this come out where the mainstream is now looking at the effect of light on our cells, on our brains that makes me happy and gives me great hope. Today's guest on the show is particularly cool. And today's episode is recorded all over Bulletproof Labs, so you might hear the sound change a little bit that's because we're making some Bulletproof Coffee, and the reason here is that I've got Eric Edmeades from WildFit and Gordy Bal from CTR with us.

And Eric is one of the true pioneers of food and health revolution that we're in the middle of. When he started WildFit, he got really passionate about helping people achieve and experience outstanding health, and started looking at evolutionary biology and what we used to eat thousands and even millions of years ago. He got started because in 1991, he had a really dramatic health turning point and, like me, went through years of research. He studied health, biology, human history and came up with a system that encourages you to think about what you eat before you eat it. And even what you do before you think about what you're going to eat, and then what to eat, which is really cool. We have fascinating conversations about all kinds of stuff like that. And also here with us today is Gordy Bal, who describes himself as an alchemist, a visionary, a social entrepreneur, an investor, a philanthropist, and founder of Conscious Thought Revolution, so you'll hear Gordy throughout the episode as well, when we talk about some things, particularly around raising conscious kids and things like that.

Welcome to today's episode it's fascinating, it's fun, and it was really cool to be able to record this live here at Bulletproof Labs here on Vancouver Island. Tune into the show, listen to the whole thing, you're going to learn a lot, and you're gonna hear from Eric and Gordy. Welcome guys.

Gordy Bal: Cool.

Eric Edmeades: Thanks very much glad to be here.

Gordy Bal: Thanks, Dave. This is the epitome of a Conscious Thought Revolution. Eric Edmeades on the drive all the way up here, I'm like, "You know, you gotta have some Bulletproof Coffee." He's like, "No chance in hell! It's been 20 years and I haven't had coffee." And he-

Eric Edmeades: I didn't say, "No chance in Hell." I just said "No."

Gordy Bal: Okay. Close enough. Drama. It looks like we're going to actually have him try some Bulletproof Coffee.

Eric Edmeades: Just for background sake, I ... caffeine doesn't really react well for me, but I also recognize that it does have a purpose in the life-hack world, in the bio-hack world. But the really cool thing about this is we're on Vancouver Island the very last bit of caffeine that I ever had with intent, I'm sure it's snuck into my life here and there, but the last time I ever had a coffee or a coke or anything like that was right here on Vancouver Island in 1987, 1988.

Dave Asprey: Wow.

Eric Edmeades: Here we are, back again.

Dave Asprey: Full circle. Well, I'm honored that you're even willing to try it. And there's a couple things going on. One is you're almost certainly a poor caffeine metabolizer. It's a genetic mutation. Some [crosstalk...].

Eric Edmeades: Alright, I didn't know we're gonna insult each other here.

Dave Asprey: I mean it ... I didn't say it was a bad mutation, but it's just one that makes you weaker than the rest of us.

Eric Edmeades: I see where this is going.

Dave Asprey: No, what that means though is that for you, a moderate amount of coffee is the most you'd want to do. And if you stayed up for two days the last time you had a Red Bull, it's because your body was like, "I can't get rid of this. My liver doesn't process this very well, so we're gonna have a little bit for you." And what caffeine does is it doubles [inaudible] production, just a moderate amount of caffeine. And we're gonna put Brain Octane in, so your body is gonna get a

burst of ketones, and you'll get some of the polyphenols that happen inside coffee. And when you blend Bulletproof Coffee it changes the water into something that ... Normally the water we drink is called bulk water. And then our cells convert the water into biologically active water, called exclusion zone water. And when we blend the Bulletproof Coffee that gets made, so you'll get a bump in ketones from it. But we're not gonna give you enough to put you through the moon or keep you up all night.

Eric Edmeades: Look, if I wake up in Bangkok, if I wake up in Bangkok...I'm doing a Facebook Live and telling everybody what happened.

Dave Asprey: Alright, that's totally fair. You'll have that Mike Tyson tattoo where [crosstalk...].

Eric Edmeades: And a tiger in my room.

Dave Asprey: Exactly. You've been there too. Gordy is there every weekend.

Gordy Bal: Every weekend with Mike Tyson. And-

Eric Edmeades: And it's a homecoming again, because I used to be so terrified of public speaking that it would make me want to vomit. I mean really.

Dave Asprey: Wow.

Eric Edmeades: But I had a job here in Victoria, where I had to speak in front of 100 people every single week. And I don't know how I survived that. I have no idea. But it's nice to be able to come back and ... like a little bit of a homecoming, I'll do some drugs, I'll go do a presentation.

Dave Asprey: [crosstalk]

Gordy Bal: Well, you-

Dave Asprey: We're gonna call this caffeine micro dosing for you. A little bit, okay.

Eric Edmeades: We'll take it medium seriously.

Dave Asprey: Alright. Good times.

Eric Edmeades: But I'll take your advice.

Dave Asprey: Okay.

Gordy Bal: After your event, we did a survey and we said, "Who would you like to bring to Victoria?" And the number one response was Tony Robbins, so we didn't bring you Tony Robbins, but we have two Tony Robbins' speakers.

Dave Asprey: That's right, we've both been on Tony's stage, which is cool.

Eric Edmeades: We have.

Gordy Bal: And you do a kick ass-impression. Can you do it?

Eric Edmeades: Oh, come on now, you have to give me a context. I'll tell you what your cryogenics like, the tank - he was telling about that one day and he really was like, "You gotta do it, man. You gotta do it. It's so good."

Dave Asprey: You've never done cryotherapy?

Eric Edmeades: Never. Never. Never.

Dave Asprey: Oh, it's gonna be two first times for you. It's really ... you get this huge endorphin rush afterwards. It's really cool.

Eric Edmeades: Yeah.

Dave Asprey: Yeah, Tony has one in his hotel room, which is just amazing and awesome.

Eric Edmeades: Man, have you noticed that when you go on stage at his events? They warned me they go ... because I show up in shorts...

Dave Asprey: Cold. Yeah.

Eric Edmeades: ... and like ... they ... he doesn't use the hotel's cooling system. He brings air conditioning trucks, so I wouldn't be surprised to find out that he sleeps in the cryo tank.

Dave Asprey: He definitely spends some time in a hyperbaric tank with ice bags, because that man has so much just raw energy in his body that he throws off heat. It's fascinating. You see him on stage and he's just ... To move energy from 15,000 people I ... Until you sit there and see it, even his movie doesn't do it justice. You're like "Wow." I've never seen more energy in a human, so I ...

Eric Edmeades: No, I get it. I do. I have programs where I'm on stage for 12 to 15 hours a day, five days in a row, and the best thing I want to do after that is cold water. I don't quite do ice, but it really ... I sleep so much better when I do that.

Dave Asprey: Yeah, it matters for recovery. So let's get you a Bulletproof Coffee, shall we?

Eric Edmeades: Let's do it.

Dave Asprey: Alright, what I'm going to do here ... Oh, the other thing I didn't mention Bulletproof Coffee beans are free of mold toxins, these are shown in multiple studies to inhibit mitochondrial function. This is one of the reasons for me-

Eric Edmeades: Are these the same kinds of mold toxins like peanuts, cashews, that kind of thing?

Dave Asprey: They're similar, or even just environmental mold. For me, I lived in a moldy house, which contributed to my obesity. It poisons your mitochondria. Mitochondria are bacteria, and we have these ancient bacteria in our body. The ancient enemy of bacteria is mold. That's where antibiotics come from, so different people respond differently. But I cannot drink normal coffee. That's why I created my beans, because when I drink it I'm like ... I really don't handle it well, so I'm kind of afraid of coffee. But I love coffee and that led to the genesis of the Bulletproof process. So, you're getting coffee, that hopefully won't cause such a strong reaction for you. We shall see.

Eric Edmeades: We shall see.

Gordy Bal: For the record, I'm sensitive too, but with Bulletproof I don't get that crash.

Dave Asprey: The crash, yeah I don't get the crash this way either.

Eric Edmeades: No, it's not even ... I don't even get that. What happens for me is, if I have caffeine two or three days in a row then I get headaches like that. Then I'm on the caffeine rollercoaster. It's ideal marketing.

Dave Asprey: Yeah. You can't dump it from your system very effectively. So for you, you're like a decaf kind of guy, a little bit of chocolate or something, but not a lot. And you don't have to have any. A little bit though might be good.

Eric Edmeades: We're gonna do it.

Dave Asprey: Just the first one. First one's free.

Eric Edmeades: We're gonna do shots, yeah. Just ... He's a dealer. You hear this? He's a dealer. He's like, "Come on, just one. First one's free." Yeah, you see I'm back next week. And I'm camped out in a tent, "Come on more, Dave. I need more."

Dave Asprey: What we're gonna do here is ... There's a couple ways of making coffee for you. I often times do an espresso at lunchtime, but I'm gonna do a [Brew Coded] system for you. Every aspect of brewing the coffee is digitally controlled and designed by one of the top coffee experts in the world, to get right flavor from the coffee, so I'm gonna do it right for you. We'll see-

Eric Edmeades: Sounds good.

Dave Asprey: ... We'll select it. Normally I'd ask you if you like a lighter or darker roast, but you probably have no idea, so I'm gonna pick a medium roast, which is my favorite, called The Mentalist here.

Eric Edmeades: Alright.

Dave Asprey: And I'm gonna weigh out the right amount for the coffee according to John. Now, the birthplace of coffee is one of your favorite places, Africa.

Eric Edmeades: Yes.

Dave Asprey: And I consider coffee to be one of mother nature's original smart drugs. And it's totally different to say "I drink coffee" than "I have caffeine." I don't use caffeine pills, and adding caffeine to a whole bunch of beverages [inaudible], it's different. It's not a whole plant compound. There's thousands of things in coffee including polyphenols that affect us. We require polyphenols to process light and food in our environment. I'm gonna grind this up for you.

Gordy Bal: Is he doing it?

Eric Edmeades: He's doing it.

Dave Asprey: Well, here we go, guys. We got the blender. The drugs are out, and maybe I will pour this right here, where you guys can see it, 24 grams, so I use a drug scale.

Eric Edmeades: Ah, but ...

Dave Asprey: I'm actually honored that you're gonna give it a try.

Eric Edmeades: I'm willing. And I'll tell you a big part of why is that ... there's a couple of reasons. One, is I'm very much aware that some of the things that we regard as bad are bad because of the way they're produced, or because of the way they are used. You know, I think, we were talking a little bit about Nicotine, we turn it into this villain substance - when maybe there are purposes outside of sucking it in with a bunch of other carcinogenic products.

Dave Asprey: Burning stuff and breathing it, pot or tobacco, it's just bad for you.

Eric Edmeades: Yeah.

Dave Asprey: And tobacco itself when it's fermented usually makes mold toxins. It contains uranium, that attracts ... Tobacco is not a very healthy plant for us. When you use the nicotine from tobacco, there's a group of people called the Tobacconeros, and it's a form of shamanism like an Ayahuasca guy, but they use doses of nicotine that would kill most people.

Eric Edmeades: I may know somebody who did an Ayahuasca experience and had nicotine with that. I may know somebody rather well, that did that.

Dave Asprey: Yeah. And it ... If you wanna purge, man, drinking nicotine tea or tobacco tea is a horrifying experience, from what I've heard. I've actually never tried. I'm not

planning on it. But I've, sort of, written a big article about, look here's what nicotine does to tell your body to express mitochondria, like you've been exercising but never have smoked. I smoked half a cigar once in my mid-20s and felt crappy from it and coughed for two days.

Gordy Bal: But did you inhale?

Eric Edmeades: Well, he was there with Bill Clinton, of course...

Dave Asprey: Yeah, I was like, "Oh, my God, I really like this cigar."

Eric Edmeades: Do you know, I had a similar experience when I was a kid? About 15 or 16, I desperately wanted to learn how to blow smoke rings.

Dave Asprey: Yeah.

Eric Edmeades: I smoked about half a pack of cigarettes-

Dave Asprey: Oh, come on.

Eric Edmeades: ... blowing smoke rings, and I felt so horrible and so sick that I was never tempted to smoke again.

Dave Asprey: A lot of parents used to do that with kids, like, "Oh, you wanna smoke, here. Just keep smoking," keep smoking and you get that programming that says if you do that again, you're gonna want to die.

Eric Edmeades: That works really well with smoking, and it works really well with alcohol. It does not work so well with weed.

Dave Asprey: Yeah. Yeah. No, it's "We need more pizza." So now, I gotta ask you this if you don't handle caffeine well, how does pot affect you as something you've tried?

Eric Edmeades: Assuming, theoretically.

Dave Asprey: Yeah.

Eric Edmeades: No, you know what, I found something interesting. I quit alcohol when I was 21. Living here in BC I had my ... I drank too much one night, I got sick, and I made that deal with God, you know the one, "If only I could feel better, I'll never drink again," and then I didn't. At the same time, I also stopped using pot, at that stage.

But growing up in BC, there was always that alcohol or pot question. I found that alcohol made me do stuff I regretted, and made me feel like crap the next day. And pot simply made music sound good, and made food taste great, and made sex fabulous, and I felt good the next day. And the only distinction I found

was years later, trying again without all the angst of being a teenager was way different. And so I just had a rule in my life at that stage it just said, "I only do this when I'm in a highest vibration place. I only do this when everything is right," because as a kid that paranoid angst that people talk about, it came out of there being things wrong. But I don't feel any ... I've never felt anything negative from it, except the odd time as a kid, going way too far.

Dave Asprey: It's funny because we all have different neurochemistry. And for you, it's pretty clear that having a lot of caffeine for you is not gonna work. Pot is just ... you have lots of friends. It really does good things for the brain. There's cannabinoid receptors in the body. But, man, that is just not something that works for me. I've tried it enough times to go, "That isn't what works for my neurochemistry." And understanding that different people have food variations. You may love bell peppers. For me, I have joint pain for a week if I eat one bite of bell pepper, and they could be really good for you and bad for me, and it's mitochondrial. The-

Eric Edmeades: I wonder about that-

Gordy Bal: Individual, I think.

Dave Asprey: Yeah.

Eric Edmeades: ... because ... Do you know Steve Gundry?

Dave Asprey: Yeah, he's a friend. He's been on the podcast.

Eric Edmeades: Yeah, so I met him years ago, funny enough, through Tony. And I had written an article years ago about-

Dave Asprey: [inaudible]

Eric Edmeades: ... plant defenses. You might know, you've probably read, "Climbing Mountain Improbable." After reading that book I was like, "Wow!" I love the metaphor of the improbable heights of evolution the eye, the body, whatever. But what struck me is ... And I wrote an article way back then called "The Twin Peaks of Improbability" and that was that these things only happen, at least, in pairs. You don't end up with the fastest antelope without the fastest cheetah. It just doesn't happen. I think that the reason that you have the issue with bell pepper is that humans have the issue with bell peppers. I'm not saying that it's that harsh with all humans, but I do think that there are some plants that we have not evolved the capacity to process properly.

Dave Asprey: Or maybe-

Eric Edmeades: And I'd put bell peppers in that category.

Dave Asprey: And it's possible that there are some people in some parts of the world who've eaten them for enough generations that the people who got autoimmune inflammation from them died out, so they tolerate them better. But for me understanding, look plants don't want you to eat their babies. They can't run away, so they use poisons and barbs and spines, and everything wants to eat plants - bugs, animals...

Eric Edmeades: Other plants.

Dave Asprey: ... bacteria, fungus. Even caffeine and all the color plant strong compounds in coffee and tea and all that. It's there to keep bugs from eating it, right?

Eric Edmeades: Yeah.

Dave Asprey: You've got to understand your mitochondrial biology, and just accept the fact that someone next to you might absolutely love potatoes and it's good for them, but for you they're ruinous. It's weird, even in my family, my son is like me. One bite of potato, which is a nightshade related to bell peppers, both of us get upper back pain. You want a massage and a chiropractor for a week, and it really sucks. I had this pain my whole life because I didn't know. My daughter has slightly different genes. She can tolerate potatoes, and she likes them and no pain whatsoever. It's so individual you gotta test these things.

Eric Edmeades: I'm with ... Here's my thought on this though. When we look at a tongue-

Dave Asprey: Butter.

Gordy Bal: That's it?

Dave Asprey: Grass-fed butter. Well, we're gonna share this three ways. You want a little bit more? We can do more.

Gordy Bal: Yeah, absolutely.

Dave Asprey: Alright. Make it extra creamy for you.

Eric Edmeades: When we look at time frames one of the problems is a lot of times people-

Dave Asprey: [inaudible]

Eric Edmeades: ... A lot of times people are measuring whether something is good or bad for them based on the immediate response, like lactose intolerance or something like that - or gluten intolerance. And, I guess, my view is that some of that testing is only about the immediacy, and it's a little like killing the canary in the coal mine. It's like "I'm gonna take out the gluten, and make this not hurt me anymore, but that's not gonna make it good for me."

Dave Asprey: There you go. We are terrible event correlation machines. We're great at if you smack yourself in the face, it hurts.

Eric Edmeades: Immediacy.

Dave Asprey: But if someone smacked you in the face and a week later it hurt, you'd be like "my face hurts today and then wonder why," even though you might eventually draw those connections.

My degree is in decision support systems, which is a subset of artificial intelligence, and my whole career in Silicon Valley was built around event correlation and complex systems. And when I realized that gluten on Friday night caused massive cravings on Monday, but not on Sunday or Saturday, that was a huge wake-up call for me. You don't do it because you don't like how you're gonna feel later.

Eric Edmeades: Yeah, you've tapped into a big part of what WildFit's about. It's about ... We have this thing called the food timeline and it runs from-

Dave Asprey: I love it.

Eric Edmeades: ... before you made the decision to eat it, to three days later.

Dave Asprey: I love it that you're thinking before you decide.

(Blending...)

I would submit that Bulletproof Coffee is basically a preconditioning thing. If you do this in the morning, or at least Brain Octane Oil, even without the Bulletproof, that you're changing some of those hardware hormones, so that when you make a decision to eat something later, at least your body isn't feeling like you're gonna die if you don't eat it. And it might make the decision easier.

Alright so we've blended this up...

Eric Edmeades: I do know that some of WildFit clients have been known to sneak this stuff into their WildFit smoothies. I am aware of that and we eventually approved that behavior.

Dave Asprey: Nice.

Well, even Tony Robins has talked about how ... and I'm saying he's been public about it, where he says Brain Octane is his favorite. And when I go there, so many of his crew and cast and people are using Bulletproof, or they're using Brain Octane or some combination of the above because it really ... they like how they feel. Right, you wanna make that energy. So which of these has the least amount in it? I think it's this one.

Gordy Bal: It looks like this one, yeah.

Dave Asprey: Alright, so we're gonna have a ... this is a third of a cup of coffee for you. Ready?

Gordy Bal: Can-

Dave Asprey: Alright, this is an epic, historic moment. Alright.

Eric Edmeades: Okay. If my father's watching this is a major problem. This would be like I'm having a slip in AA terms.

Dave Asprey: Oh, no.

Eric Edmeades: I'm gonna have an intentional slip here with this here third of a cup of ... don't I don't wanna talk about it.

Dave Asprey: It's grass-fed butter.

Eric Edmeades: It's butter. And so here we go.

Dave Asprey: Alright.

Eric Edmeades: Are you ready?

Dave Asprey: Cheers.

Eric Edmeades: Cheers, thank you very much. Cheers guys.

Dave Asprey: Cheers, Gordy.

Gordy Bal: Wow.

Eric Edmeades: I still don't like coffee.

Dave Asprey: Hold on, did you just get taller?

Gordy Bal: He did.

Eric Edmeades: Did you get smaller?

I wanna acknowledge both of you guys for obviously you, making the time today, and you coming up with me. And really, this is my exploration.

Dave Asprey: Yeah, that's fine.

Gordy Bal: I'm really glad I did.

Dave Asprey: And I'm honored that you just tried it. I understand what a big deal it is.

Eric Edmeades: It is a big deal. And you created an environment where there's a high degree of trust, and so I'm in. We're gonna ... Like I said if I wake up in Bangkok, we're gonna have a problem.

Gordy Bal: Little does he know what's really in it.

Dave Asprey: [crosstalk]

Eric Edmeades: Yeah, this is gonna be like the ... You know how The Beatles first did acid? They were apparently ... As I heard the story, they were at their dentist's house for a dinner party, and he put acid in their tea.

Dave Asprey: Oh, God.

Eric Edmeades: Can you imagine?

Dave Asprey: That would not ...

Eric Edmeades: At least I know what I'm doing. Ish.

Dave Asprey: Yeah. That would not be okay. I've never intentionally drugged anyone with Bulletproof Coffee. I might have drizzled some Brain Octane on some food, and people eat it and they're like...

Eric Edmeades: Yeah, that's salad dressing.

Dave Asprey: ... "Why is this so good?" There's a reason.

Eric Edmeades: Cool.

Dave Asprey: That message for people who are doing WildFit, that you don't have to drink coffee, I think there's a good argument for it - if it works for you! But if it doesn't work for you ... There's lots of people like, "I can't even drink Bulletproof beans," and that's cool. But if you do get some Brain Octane in there, it is a very unusual kind of fat. It isn't found in nature by itself, in its 5% of coconut oil, but when you take it like this, it has different biological effects. I mean you've done your own research and if it's approved on your program, it's approved. And I appreciate that, but I feel good about it, and I don't know anyone who does poorly on a small amount of it.

Eric Edmeades: I'm really clear. As if we were talking earlier, I think that very often there are a number of flaws in the diet space. And one of the flaws is authors regurgitating stuff, and getting so trapped into being right about stuff. And I've never wanted to fall into that trap. As I said before, it's something I've always admired about

your approach to stuff. I've always admired that about Tim Ferriss' approach. It's like, "No, I'm not gonna just take what I'm told. I'm gonna research and so on."

Dave Asprey: It hurts to do what you're told. When I weighed 300 pounds it was like, I am eating 1,800 to 2,000 calories. I am working out every day and I'm not sneaking a Snickers bar every five minutes - and I'm not losing weight. And my doctor was like, "No, you're sneaking a Snickers bar." And you're like, "How about this, you're fired!" Right, because it doesn't work. But to spend 18 months exhausting yourself, working out six days a week to do that, at a certain point you're like, wait, I'm just not going to trust because of this kind of behavior. And I don't think it's mostly people making a conscious decision to do that. It's one thing if you're Monsanto or something, but it's another thing if you're trapped in the cognitive loop there, where you sort of have to be right. Then you make a whole bunch of micro decisions that emerge in people being told to do things that don't work. Even though the intent was good, the outcomes weren't measurable as working.

Eric Edmeades: Now, have you seen that Canadian guy that was being interviewed by [Kanel] on TV about glyphosate.

Dave Asprey: Glyphosate.

Eric Edmeades: I don't even wanna learn how to say it - but he was being interviewed about it. And he was actually being interviewed about golden rice, GMO and what not.

Dave Asprey: Right. Right.

Eric Edmeades: And he's not a lobbyist, but he's a skill. And so in the interview, the French guy says, "What about these cases of cancer in Argentina from glyphosate?" And he says, "I don't believe that it causes cancer. In fact, this stuff's perfectly safe." And the guy is like, "Well, would you like to drink a glass of it? We have some here." And he goes, "Yeah, sure I will. I mean, not really." This is all on camera. I'll send it to you. I'm gonna send it to you by email. It is hilarious.

Dave Asprey: Oh, my God.

Eric Edmeades: I edited it to add in, you know, just so you ... I put in replay, so you could hear him say it. He goes, "Well, why won't you drink some?" And he goes, "Well, I'm not an idiot." Okay, he's just said that it's perfectly safe, but he's not gonna drink it because he's not an idiot. Oh, you'll love this, he goes, "Oh, yeah people down there try to commit suicide with it fairly often. People down there drink it to try to commit suicide, and they fail fairly often." That's his benchmark for "it's fairly safe."

Dave Asprey: Wow, fairly often. I actually believe that the people who make herbicides and pesticides should be required to paint it on their skin before they can sell it.

Eric Edmeades: I like it.

Dave Asprey: And they should have to do it every night for, I don't know, a couple months.

Eric Edmeades: Hey, people who work in the tobacco industry smoke like fiends, I think it's a good rule.

Dave Asprey: It is a good rule. And I actually don't say that lightly, because you spray that stuff on the bugs, the mice, the soil we're killing the soil. And the soil is a living organism. And if you kill the soil you can't be a vegan or an animal eater, because there's nothing left to eat. And it's okay for the short term. And this is what happens if I go to a glyphosate sprayed cornfield that's been in production for a while, the top 12 inches is basically just dead soil, and there's nothing growing in it anymore. It's a support system for the roots, and they just pour water and nutrients on top, but that doesn't regenerate and it doesn't grow back. And it is incredibly dangerous for our food security to do that. You just can't do it.

And then you get the fact that this glyphosate when it enters our body it effects the lining of the gut, it effect mitochondrial function, and worst of all your bones, your skin, all of your facial planes, your connective tissues are made of collagen. Collagen is made of glycine the amino acid. Glyphosate is called gly because it has the glycine in it. It goes into the collagen connective tissue and it replaces glycine with a toxin. And then it inhibits the ability of electrons to flow in those tissue.

Eric Edmeades: So you don't wanna drink a glass.

Dave Asprey: You don't even wanna even touch it to your skin, or breath that crap. But man I ... Those guys really drive me nuts. You cannot effectively make an argument because now we know the mechanism of action, we know environmental problems and they're selling it now to spray on crops to make them ripen more quickly, knowing it will be there when we eat it. That's evil.

Eric Edmeades: No, I'm curious because if I ... In the strictest terms, if anybody said what was the difference between WildFit and Bulletproof, I would say that we're really purist about evolution, getting as close to nature as we can. And you're saying, "Hey, there's existing imbalances and we're gonna use imbalance to try to rebalance." It's not a big difference really, but talk to me ... How do you feel about GMO?

Dave Asprey: You know, I am categorically opposed to spraying glyphosate on stuff. I also am really frankly scared of GMOs, because we're unleashing things into the environment that self-replicate. And we do not understand the complex systems of our environment, and you can't unrelease that stuff. It's frighteningly dangerous. However, there may be a time where it's the appropriate response

to the damage we've done. GMO, genetically modifying things in and of itself is not evil. Making a self-replicating thing like that is a problem.

There's something called plasmid level mutation. Do you know about plasmids?

Eric Edmeades: Mm-mm (negative).

Dave Asprey: When you're dealing with bacteria or even with plants, you have individual gene mutations and you have plasmids, which are basically clusters of genes that have, we'll call them, superpowers. And when bacteria, even from different species, meet they're like, "Hey ..." Think of them as X Men, right, like, "I've got Wolverine powers," and the other guy's like, "I can breathe fire. You guys wanna swap?" And they ... it's like ball cards, they swap. And now this guy has Wolverine powers and fire-breathing, and so does this guy.

And one thing that glyphosate has done is it has caused soil fungus that naturally made toxins that poison us. These are like Aspergillus, things that make Ochratoxin A and Aflatoxin things like that. And they make between 100 and 500 times more toxin, because they've been able to exchange these plasmids with genetically modified organisms. And because when you spray glyphosate on crops, it irritates these bacteria. Irritated bacteria and irritated fungus make more toxins, so we've radically changed what's going on in the microscopic environment because of genetically modified stuff. It's half the poisons, and it's half the fact that these things can trade this. We're finding-

Eric Edmeades: Yeah, my-

Dave Asprey: ... bad stuff happening.

Eric Edmeades: I'm with you.

Dave Asprey: It's not good.

Eric Edmeades: It's funny, I'm very against them and I understand some of the global reasons for wanting to do research into that space. But my simple observation is really ... When you take a look at what prickly pear cactuses are doing to the Kruger National Park, or what cane toads did to Australia. Invasive species do only one of two things - they die because they can't survive in the environment, or they take over the environment. And so every time we go out and build something that is self-replicating, that has no natural predation and has no natural biological controls around it ...

Dave Asprey: It doesn't take a rocket scientist to tell you what's bad.

Eric Edmeades: It doesn't. And I can't understand why that isn't more ... People are all focused on, "Oh, it might hurt us in our digestive system." That may all be true, but the bigger issue to me is, one day somebody's gonna create some organism that's

going to wipe out the fungus that sits on the roots of the trees in the Black Forest, and without that fungus, those trees die. And that's how precarious the balance of nature is, so I was interested in your thoughts on that. That's interesting.

Dave Asprey: I just posted on Facebook about this, maybe last month. There's some evil, mad scientist like, "Oh, we're trying to stop this invasive bug, so we found there's a fungus that only grows on this bug. And the fungus wasn't quite poisonous enough, so we added blue scorpion venom and coral snake venom-producing genes," like really bad, neurotoxic stuff. "Now, they can kill the bugs really effectively, so we're gonna go do some field trials and release this fungus," that has the worst X Men powers ever, and gee I wonder if those ...

Eric Edmeades: That's it we gotta make a TV series. Have you seen "Black Mirror?"

Dave Asprey: Yeah, of course.

Eric Edmeades: We've got to make a version of "Black Mirror" that's all about the amazing things that could come out of GMO. That would be a phenomenal series.

Dave Asprey: It's like they're actually doing this.

Eric Edmeades: Yes, it's ...

Dave Asprey: Like, in what world can that be okay?

Eric Edmeades: Yeah.

Dave Asprey: So I'm just hoping that they drop one of the scorpions in their shoe, and then nature takes care of business the way it always has. So, how are you feeling?

Gordy Bal: Can I ask you a quick question about the coffee?

Dave Asprey: Yeah.

Gordy Bal: So when I was in Costa Rica they feed their kids coffee. Would you recommend that? What's your perspective on coffee for kids?

Dave Asprey: There was a company in the 1950s that made a burned grain beverage, which is particularly noxious and bad for you, and they did a big PR campaign that said coffee stunts your kid's growth.

Gordy Bal: Oh, my God.

Dave Asprey: I'll tell you coffee is full of mold, which much of it is, it's not good for your kids. Kids metabolize caffeine twice as fast as adults, so my kids get one ounce of Bulletproof Coffee, a tiny little espresso cup, and they get it because when they

have Brain Octane in the morning, they pay attention, and they play, and they don't poke each other in the eye nearly as much. Like they're actually calmer and more focused. The caffeine is negligible at those levels, but the fats are precious. And if you can increase the polyphenols that you take in ... and you get these from evolutionary diets.

Even if you go back in history, many of the international borders that are still in place today, like between Tibet, Burma, China, all that area - these were spice trading routes. The first people who would climb over the mountains and risk their lives were trading salt, because you'd die without salt. And animals in Africa will travel 1,000 miles to go to the salt caves to get salt. We need salt, it's important for our stress response. The next thing they would do was tea and spices. And I'd asked my teachers, like in 7th grade, "Why would people pay so much for spices back then?" And she said, "Well, they didn't have refrigerators. The meat would spoil, to make it taste good they needed spices." Like seriously? No, no, no, what's going on here is spices are required because they're the highest polyphenol things we have. So if you're living in a part of the world without enough colored compounds in your vegetables, you must have oregano, turmeric, thyme, ginseng - whatever the local stuff is that's brightly colored and very strong bitter flavors. This is where spices come from. They're not flavor enhancers, they're nice as flavor enhancers. They are direct nature molecules that modify how our mitochondria work.

Eric Edmeades: And might we not argue that, if we had ancestors several generations ago that did not enjoy those flavors and therefore did not sample those things, they were missing stuff.

Dave Asprey: Not only that, their children would be weak and they'd get eaten by tigers. That's what happens. Not that we have tigers here, we have cougars.

Gordy Bal: [crosstalk]

Dave Asprey: They're most people in Vancouver, they're dating a younger man. Sorry guys. It's true, cougars were invented in Vancouver.

Eric Edmeades: Gotta have a little cheesy humor here now and again.

Dave Asprey: Like you know cougars were invented in Vancouver? The word comes from Vancouver.

Eric Edmeades: Oh, really does it?

Dave Asprey: Yeah.

Eric Edmeades: I thought it came from Bungalow 44 in Marin County.

Dave Asprey: Oh, it could easily be that. There's a place on Sand Hill Road, Thursday nights, The Rosewood Hotel...anyway. I'm sure it's evolved. But the interesting thing here is that coffee is the largest source of polyphenols in the American diet. And it turns out a diversity of polyphenols is important and a large volume. So when I wrote "Headstrong," I'm like I'm not getting enough. I'm doubling my daily polyphenol count. So you saw my garden-

Eric Edmeades: So what would be ... pre-coffee, what would be ... where would say the [Cung] or the [Hodza] be getting polyphenols from in a normal world?

Dave Asprey: In a normal world when they'd go out there choosing plants all the time and they're eating plants that are wild. And if you eat wild plants-

Eric Edmeades: And a massive variety of plants.

Dave Asprey: Yes.

Eric Edmeades: 200 species a year.

Dave Asprey: There you go. And there's a lot of strongly flavored, bitter, pungent ... those are extremely full of polyphenols. And now we eat these domesticated things. Even fruit that you get at the store, even organic fruit, it lived a pretty cushy life.

Eric Edmeades: And-

Dave Asprey: Polyphenols come from stress.

Eric Edmeades: And it is GMO. People don't realize that GMO comes in three varieties. It comes in natural selection, it comes in breeding, and it comes in in the lab. And that breeding one is pretty powerful. I mean, how big was a carrot when your grandad was eating carrots? That big.

Dave Asprey: Yeah, they were little. Yeah.

Eric Edmeades: We've done a lot to change that.

Dave Asprey: We have. Even if these ... Some of these vertical indoor LED lit farms, they're not getting the right light environment to make polyphenols. They're also not getting the full set of nutrients. And they're not interacting with the environment, which triggers the formations of these compounds. The carrot looks good, it's organic, it's unsprayed, but if you get a measure of the biologically active molecules in there it's much lower. It can look good, it can be organic, but it isn't full of those things that these native peoples are getting, because everything around them is dealing with pressures of the natural environment. That's one reason that having mono-crops and eliminating the prairie, for instance, is really bad for the things that we eat. Because the natural things, the insects that come in and pollinate and maybe put stress on the plant

but don't kill it, they can cause the plants to make much more of these compounds we need. Do you know what I mean?

Eric Edmeades: Yeah. I mean you end up with this ... anthropologically, you end up in this situation where ... There's this really neat measure in anthropology called calories per acre, and so the Bushmen live in an almost no calories per acre. And then people who live in Anaheim, California live in billions of calories per acre. And thanks to Uber Eats it's not even ... But that issue when they start moving to that mono-crops, their calories per acre count goes up like crazy, but their nutrients per acre - that's a whole different kettle of fish.

Dave Asprey: Yeah. And we have this weird equation, ANDI. Aggregate Nutrient Density Index, which says calories are bad, which is not true. Calories are where energy comes from.

Eric Edmeades: Slightly necessary.

Gordy Bal: Yeah.

Dave Asprey: So you die without them. And also water is invisible and fiber is invisible in this weird thing. If you believe in that sort of thing, you'd eat the foods that have the most nutrients, but you'd ignore the foods with the most toxins. So you could have a bowl of cyanide with a multi-vitamin on top of it, it has a very high Aggregate Nutrient Density Index, and you drink it and you die. It's a flawed way of thinking, because we need the right calories to burn to make energy. And if our furnaces, our mitochondria don't work well, we don't get what we need. We eat natively, we eat the way that people eat in their local environment where they're getting not just calories but they're getting nutrients. It's those nutrients that turn on the furnace that allow us to use the calories effectively.

Eric Edmeades: You know, this comes full circle to the question that we've been talking with you about. About, you wanna have this big impact on consciousness. And then let's go to the "be the change you wanna see in the world," right?

Dave Asprey: Mm-hmm (affirmative).

Eric Edmeades: And that means working on our own consciousness. And one of the things that we've found and I'm sure you've seen something similar, if not exactly the same, is that once you get peoples nutrient load up, up, up, up they uniformly report increased sense of well-being. We kept seeing this in our feedback forms. Like what does that even mean? So we started surveying and asking people. And the strangest thing is when they have a very wide variety of nutrients plant, animal, whatever the case, the evolutionarily required stuff. When they're getting their needs met they feel better. I don't know how else to measure health then they feel better. And then of course, as we talked about, they feel better and they make better decisions.

Gordy Bal: Yeah, not just choices.

Dave Asprey: And part of feeling better is you make energy better. And this isn't well understood even in the doctor's office, but these plant compounds that you get an abundant variety of if you're living in Africa, or anywhere where you're getting what grows around you, they're light signaling molecules. These quadrillion mitochondria in the body talk to each other with photons while you're sleeping in a cave at night. They're supposed to do that, but if you don't have the light modulating polyphenols from a variety of plants and vegetables, they don't do that very well. And then your sense of well-being goes down, because the control system for the furnace, the battery, in your body it gets dysregulated. And that's why this nutrient density is so important.

I doubled my daily polyphenol intake after I did all the research, when I was writing "Head Strong," so I eat even more plants than I did. But the biggest change I made is I put stupid amounts of spices on there. Like if you walk through the garden out here ...

Eric Edmeades: Lots of spices, yeah.

Dave Asprey: I mean, I grow. I'm not just saying because I actually grow all my own food when I am home we eat stuff that grows in our garden. I might buy celery in winter or something, but my freezer is full of the stuff we get during the summer. And we pick just buckets of spices. And there's pictures of me on Instagram with huge handfuls of thyme and rosemary and oregano. I'm like, "Yeah, I'm actually going to eat this for dinner. That's part of the meal." And every time I add more herbs and spices to the food, the better I feel.

Eric Edmeades: Yeah. Well, as I mentioned to you when we first came in, I saw your garden and it was just like kismet, where - we've just now selected the piece of land to build and do that ourselves...

Dave Asprey: Awesome.

Eric Edmeades: ... because I when I'm at home, I ... I get when I'm on the road I'm gonna have to make compromises. It is what it is. But when I'm at home, I want the food coming out of my garden, my soil. As you said, you know who picked it and it was probably your kids.

Dave Asprey: Exactly. It doesn't get any more luxurious than that. And people listening might be like, "Well, how am I ever going to afford this?" Bottom line is, when this becomes the norm ... This was the norm for all of history and it only recently didn't become the norm, so it will become the sort of thing where you get food that grows locally, because it's the only scalable, sustainable way to support the population we have now. The industrial farming thing, it's on its last legs. It simply doesn't work.

Eric Edmeades: We have these 12 principles at WildFit and I think ... I'll send them over to you one day.

Dave Asprey: Yeah, I'd love to check it out.

Eric Edmeades: I'd like to have your feedback. One of the principles is that just about every psychological and physiological challenge that any individual human faces today is resulting as a result of the gap between our evolved physiology and our evolved psychology and the pace of change in society. Just about everything we suffer with is because we have a different physiology and a different psychology than the way we're living.

And so this blip, this very short term meme ... If you think about in terms of our evolution, this factory farming thing it's gonna be here and it's gonna go. And assuming our species doesn't ... you know. We'll talk about the plant another day. But if we have another 500 years here we're gonna look back at that blip, and it's gonna be a blip. And they're gonna see this graph, factory farming went up like this and death and disease went up like this. Oh, and then factory farming ended and then it ... you know. It's gonna be a blip.

Dave Asprey: Yeah. And factory farming probably ended when the population crashed. A lot of people are worried about this global population boom. How are we gonna support all these people? Don't worry, it's just a multi-generational problem. The fertility rate every 10 years is dropping and dropping and dropping, so the way we're continuing, most people won't be able to have kids. That will solve that problem very, very quickly.

Eric Edmeades: That's one of our coolest things. We now have this thing called WildFit babies.

Dave Asprey: Nice. Nice.

Eric Edmeades: I'm sure you have many cases once you've turned people around, their fertility...

Dave Asprey: Oh, yeah.

Eric Edmeades: We've just had so many of these people, right. This most recent one was just about a week ago. This woman wrote to us and she goes, "Look, I've lost all this weight and I'm feeling fantastic, but I'm about to have my 6th child with my ex-husband."

Dave Asprey: My wife uses these principles in her fertility coaching practice, and I kind of like to say she's gotten more people pregnant than I have. That's what happens when you turn on the biology, you start getting your circadian rhythms right, you start eating more nutrients and getting rid of the crap, fertility comes back online.

Eric Edmeades: Our very first WildFit baby was an Estonian guy. And he'd done our program, and his before/after pictures they looked like father and son in 90 days.

Dave Asprey: Wow.

Eric Edmeades: Like fabulous. And then I saw him speaking at an event, and he's got a thick Estonian accent and Estonians don't have pronouns, right. They don't have he and she, so he's on stage and he goes, "Me and wife try get pregnant five years. No babies. Two children, five years no babies. Then WildFit. Now, wife call me she tell me, he pregnant. And he say Eric's fault. I check Eric's event schedule, not in Estonia, not Eric's fault." So those are cute. Those are fun stories. I like that.

Dave Asprey: It feels good too.

Eric Edmeades: It does.

Dave Asprey: And one thing that happens when parents do this before ... both parents, not just mom, before conception and during pregnancy that's when you have the most leverage. A lot of people don't know this, but these mitochondria in the body ... I like to say there's 15,000 of them in your brain cells and in your eyes and your heart and the rest of your body has about 1,000. But in women there's 100,000 mitochondria in the ovaries, per cell. And that's because mitochondria are environmental sensors. Something is deciding which of those millions of eggs or billions, however many are in there, which one is going to drop. And the one that is going to drop during this fertility cycle is the one that is most likely to survive and thrive for the environment the mom has been in for the last three months.

Eric Edmeades: Yeah, absolutely.

Dave Asprey: That's why the sensor network is there. And that means that if you get the environment right, you tell the body, it'll select the right egg. And then the man will make the right sperm, it only takes about three days to do that where you can be a little bit lazy, but you need to take care of yourself for the two months before, that so the sperm has enough mitochondria to swim.

Eric Edmeades: My wife wouldn't let have hot tubs.

Dave Asprey: That's terrible. And then, you end up having a baby that is optimized from the environment in which you live. And a baby that is going to be able to express whatever possibilities happen. And this is where it starts. And you have so much leverage the first year of life, and your leverage decreases with each year of life until you're 90 years old. And I run an anti-aging non-profit group for almost 20 years. It's really hard to take a 90-year-old and make him 60 again, but you can do it. But if they just did stuff when they were two years old, or that their mom

did, or when they were 16, they wouldn't of had to do that because they would've looked like they were 60 when they were 90 in the first place.

Eric Edmeades: We have ... It is absolutely routine we issue ... There are a number of disclaimers we issue when people come into the WildFit challenge. One of them is that if they're on blood pressure lowering medication, they must see a doctor after a month, because they might pass out. But the other one that we have to warn women, if they're within 24 months of menstruation stopping, into that menopausal zone, we have to tell them up front - it is entirely likely the menstruation is going to restart. They're just younger. And it's funny because what ends up is they write these long letters of "thank you." Like, "Oh, my God, I feel younger. I feel more alive - but I hate Eric because I didn't want to have to deal with this anymore."

Dave Asprey: Right. Although when they go through perimenopause, they'll really like that they did that, because you can go through a really rough perimenopause, and if you get your biology healthy before that, perimenopause will be a lot less suffering.

Eric Edmeades: That's very cool.

Dave Asprey: Well-

Eric Edmeades: I have one really important question, super important question.

Dave Asprey: Okay.

Eric Edmeades: Do you kite board yet?

Dave Asprey: With a screw in my right knee and no ACL ...

Eric Edmeades: Not so likely.

Dave Asprey: I'd like to try it, but I think if I do it regularly the odds of me having another screw in my knee might go up.

Eric Edmeades: Yeah, we'll talk another time.

Dave Asprey: Alright, I'd still love to try it.

Eric Edmeades: It's not super intensive on your knees.

Dave Asprey: Okay. I'll do it sometime.

Eric Edmeades: Unless you get into jumping, which you just shouldn't do.

Dave Asprey: Yeah. I wouldn't, but I would love to do that.

Eric Edmeades: Alright.

Dave Asprey: I'm going to be spending about six weeks in Hawaii coming up here. The very darkest part of winter in Canada, I just think it's bad for you, so I'm getting out of here this winter.

Eric Edmeades: Well, one winter come down. By then we'll have our farm up and running. You can have kite board ... We live on Kite Beach.

Dave Asprey: Okay. Oh, that's good to know.

Eric Edmeades: You know, so you can't argue with that.

Dave Asprey: Okay. Alright.

Eric Edmeades: We'll make that happen.

Dave Asprey: I'm all for it.

Eric Edmeades: Alright.

Dave Asprey: Okay.

Eric Edmeades: Cheers.

Dave Asprey: You feeling good on coffee?

Eric Edmeades: Yeah, I'm good. I'm good.

Dave Asprey: Alright.

Eric Edmeades: I'm not buying a ticket to Thailand, not yet.

Dave Asprey: Good deal. We've already got it on hold for you.

Gordy Bal: Wow, what an amazing day. You had your very first Bulletproof Coffee, you went into the cryo chamber, and I just wanna thank both of you on helping me on this exploration. I just have one last question for each of you. What does a Conscious Thought Revolution mean to you?

Dave Asprey: You want me to go first?

Eric Edmeades: Go for it.

Dave Asprey: A revolution by definition means something that's disruptive. It means it's different and it's a radical step up. And we can think about all sorts of stuff, but when you have conscious thought what you're doing is you're actually thinking

about what matters rather than just thinking for the sake of thinking. Or thinking and telling yourself a story, so when you have conscious thinking you're actually learning to not pay attention to the story you told yourself, but to pay attention to the real story as the world exists outside of your own ego.

Gordy Bal: Cool thanks.

Eric Edmeades: I like it. I like it. I think that we're ... It's not so much that we need a Conscious Thought Revolutions right now, it's that there's been one going on for probably 2-million years. And 2-million years ago there was very little conscious thought and then slowly a little conscious thought developed, and then slowly a little bit more. And then maybe some point in time the '60s, it started going the other direction, and maybe even earlier than that. For me, what it really is is exactly that, it's that - one by one, that whole "be the change you wanna see in the world." One by one we increase our consciousness with which we make decisions about what we do for a living, about the way we respond when we get bad customer service, about the food we put in our mouth, and one by one we do that. And then virally we spread that to the people around us. And then it does become a revolution.

Gordy Bal: Awesome. Thanks, guys.

Dave Asprey: And Gordy, thanks for all the work you're doing. We talked a lot about kids. You care so much about your family, about kids and one of the things you can do in a Conscious Thought Revolution, it's a lot easier to teach kids to be conscious. My kids ... It drives me nuts, but they won't kill flies because I taught them not to, so they catch the little flies and they let them go outside. Eventually, I did tell them it's okay to kill mosquitoes because they deserve it.

Eric Edmeades: Yes.

Dave Asprey: I didn't tell them because they deserve it. I said, "because we can't catch them all."

Eric Edmeades: It's self-defense.

Dave Asprey: It is self-defense. But otherwise, they don't step on spiders because there's no need to do that. Spiders are useful, so they'll escort them out of the house. And just little things like that where you teach kids to be conscious they take it with them as adults. But if you teach them habits and patterns in unthinking behaviors. If you teach them to hate, unconsciously when you say, "I hate that," they hear that. And I've taught my kids, look, oh, you hate that? I'm so sorry because hate hurts your heart. It doesn't hurt the other person very much but it hurts you, so you don't wanna do that. That's not good for you. That's how Conscious Thought Revolution really happens. It happens with kids, so I appreciate what you're doing with kids.

Eric Edmeades: I am with you 100%. And from a parenting perspective ... I'm so clear about this I noticed when I was a kid that my parents could say something and if I ... As a kid you don't have a lot of meaning yet, right? You walk into the world, you don't know what the rules are.

And I remember one day I was eating an apple, and I wanted to go to the bathroom. So I was eating the apple, and I went into the bathroom, closed the door, put the apple down, did my business, washed my hands, picked up the apple, walked out of the bathroom. My mom saw me come out of the bathroom with an apple and she was like, "Oh, my God what are you doing! That's dangerous." But then she got busy with something and didn't explain to me what dangerous meant.

And I must have been eight or something at the time, but I'm thinking, well, she knows I'm smart enough to have washed my hands, so it can't be that. What else could it be? And as a kid when you don't have any meanings, you don't really understand the world, you will make up meanings. And I remember one day playing with a straw, and I noticed that if you block the top of the straw you can pull the liquid up. And if you let go of the top of the straw the liquid falls out. And I started thinking well, maybe that's what she meant by dangerous - that if you swallow at the same time that you poop, you just fall out. I became really nervous about this.

I would not chew gum going to the bathroom. I'd go in there, I wouldn't swallow. I thought if you opened both ends, it's all wrong. And years later when I saw the absurdity of this ...

Dave Asprey: You realize you just like, won the internet with that? That's going to have like 10 million people telling me, that's the funniest story I've ever heard.

Eric Edmeades: That's what happened. But then as a parent, I've looked at that and I thought, wow, there's a lot of things that my parents said that when I look back at those memories now the meanings I assessed were so incredibly wrong. For me, a Conscious Thought Revolution as a parent, is to recognize that every interaction I have with my children generates a meaning, and the meaning might not be the words I used. The meaning might be that they take those words and they make up some meaning, which for them will become a rule to live by.

Just yesterday I was in San Diego, and I'm walking through the mall ... I did a Facebook Live about this, because it just struck me. There was a little girl with her mom in the lineup. And the little girl goes, "Mom, mom I want one of..." whatever. I don't even know what it was, and the mom says to her, "Well, you better marry rich."

Dave Asprey: Oh, wow.

Eric Edmeades: And I'm like, wow! Like, holy ... Think about the meaning. What meanings might she create from that? Girls can't make money, men are the source of money, whatever the case may be that little girl is getting programmed. And for me, I'm so glad you brought that up because the biggest way we create a Conscious Thought Revolution is through raising really conscious kids.

Gordy Bal: Wow. Awesome. Thanks, guys. I really appreciate it.

Dave Asprey: The question that I've asked every guest on the show except for episode 70 something when I forgot was if someone came to you tomorrow, Eric, and they said, look, I wanna perform better at everything I do as a human being, what are three most important pieces of advice you'd have for me? What would you offer them?

Eric Edmeades: I think the first one would have to be about nutrition. You know oxygen, water, food. And I mean it like this our system is a machine and it needs all of the things that it needs to run optimally. When somebody's well-nourished and well hydrated and well oxygenated they think better thoughts and then they make better decisions.

I think another one would be, unplug. We really need time away from this reactive, responsive thought process we're in all the time. We don't think anymore. We used to ... You remember how it used to be. You're waiting for a flight you're boarding, you'd think. You would think about stuff. And now it's like Facebook, CNN, WhatsApp, Twitter, whatever and so I think that getting some really solid ... When I'm at home in the DR, I barely even see my phone. It frustrates the hell out of my team sometimes, but I just don't ... It's in airplane mode. It's not on. As I mentioned, two years ago I did six and a half months without one. I really strongly recommend that one.

And then the other one is community. I really think it's a ... This idea of being around people - if I consider even the influence, I drive into your driveway and I see your garden, something I've always wanted to do and we just decided to do, but I'm even more inspired to do that now. Why? Because you've done it and it looks great. You're an example of what you're doing. You're walking your talk.

Dave Asprey: Thanks.

Eric Edmeades: And the more we live around people, and spend time with people that have that extra layer of consciousness and that extra layer of intention, then the more that forces us to live with that same intentionality, so there's my three things for today.

Dave Asprey: That's a beautiful list. And now, where can people go to find out more about WildFit?

Eric Edmeades: Getwildfit.com.

Dave Asprey: Awesome. If you guys liked today's episode, you know what to do. Head on over to getwildfit.com and check out Eric's writing. There's a lot of cool stuff about evolutionary biology and how it fits into food. And as you've listened to this episode you've heard lots of cool stuff where there's a lot of common thinking here around what works and what doesn't work. And he's got some really cool stuff around the psychology of food that's really worth looking into. Like, what do you do before you decide what to eat, which is I think a powerful thing. And, Eric I've got to say you just tried Bulletproof Coffee the first coffee you've had in 25 years. I'm truly honored that you had enough trust to give it a try. And I want you to send me an email later tonight and tell me how you're doing because you're a slow caffeine metabolizer, so let's see how you're doing. Thanks for your trust.

Eric Edmeades: Yeah, I'll tell you what if I'm still awake at 3:00 in the morning I'm not emailing you, I'm calling you.

Dave Asprey: That's fair. My phone will be in airplane mode.

Eric Edmeades: Damn it. Well, thanks very much for having me. It's been a real treat to get to know you a little here and see the magic you're doing here. Thanks very much.

Dave Asprey: Beautiful.