

BONUS EPISODE 2

[INTRODUCTION]

[0:00:01] AS: You know battling food and your body doesn't work. You want to love and accept yourself. And because you're insatiable, you want results too. And wouldn't you know, you bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on this beautiful and wondrous planet Earth.

Fair warning, it will be a rollercoaster. But for those insatiable, that's your prime time to thrive. We're here to say "YES!" to the hunger of wanting it all. I'm your co-host, Ali Shapiro, a health coach who helps people end the losing battle of dieting and find a truce with food.

[0:00:44] JB: And I'm Juliet Burgh, nutritionist, fitness expert, and a co-owner of Unite Fitness Studio Franchise.

[EPISODE]

[00:00:52.2] JB: Welcome to the Insatiable Podcast. This is Bonus Episode two and before we get to today's podcast, I just want to plug a little event that Ali and I are doing that we're very excited about and you can meet us in person and we're going to be doing a live Q&A podcast. We're going to be doing a happy hour here in Center City, Philadelphia.

It's going to be on May 19th from 5:30 to 7:30. We don't have the exact location yet but more details to come. So follow us on our social channels and you can also sign up for our newsletters. So either Unite Fitness's newsletter or you can go to Alishapiro.com and sign up for her newsletter for all the details. Excited Ali?

[00:01:32.4] AS: I'm super excited and for everyone to know, we're teaming up with Kind Snacks and they're going to be bringing their new flavors and I've been able to sample them. They sent them to me a couple of weeks ago and they have one that tastes like a thin mint cookie.

[00:01:47.3] **JB:** With only five grams of sugar right?

[00:01:49.0] **AS:** With only five grams of sugar — not all of their bars. They have a lot of new bars out, some have more but this one has five grams and I've been gluten-free for nine years so I've probably ate my last Girl Scout's thin mint 10 years ago and it tastes like a thin mint. It's so good so they're going to be bringing samples and we're going to have some green juice.

So it's going to be a healthy happy hour and we just want you all guys to meet each other. We know, our clients are — like Juliet and I we used to have the best clients so we want all you guys to meet each other and we have the best listeners. It's going to be a really good, relaxed time. So we can't wait to meet all of you. Please come if you're in the Philadelphia area.

[00:02:26.9] **JB:** Yeah, definitely. So today's bonus episode is "why is Isagenix and shakeology always in my Facebook feed?"

[00:02:35.0] **AS:** Especially now.

[00:02:37.0] **JB:** Yeah, this came out of just so much demand especially in my studios of people constantly asking me, "@hat is Isagenix? Should I do Isagenix? What is shakeology? Should I do shakeology? What are these programs that I'm always seeing? What are these before and after photos that I'm seeing on Facebook constantly in my feed and they're so tempting? I want to do something like that, I want to lose that much weight in a month, in a week, in a day." So we want to talk a little bit about why are these companies popping up in your feed so much and is this something you should consider?

[00:03:15.4] **AS:** Yeah and part of the question is, underneath the question of why is it popping up so much is like, "Does it really work? If I'm hearing about it all the time, it must work," and I think we need to take a step back and educate people and we're not here to pick on any one Isagenix or Shakeology or there's millions of them out there. Not millions but there's tons out there.

But I think it's best Juliet if we take a step back and really understand the business model behind this and the reason understanding the business model is important for everyone listening

is because you're going to start to understand what these companies measure and what you measure determines if something "works". So Juliet and I, we're business owners. We love talking business models but this is really important from a consumer standpoint to educate yourself. For example, a lot of people think like McDonald's and Starbucks, you're like, "Oh they're in the food service business," but they actually make money off of real estate.

McDonald's get the majority of your money off of real estate, which is why they can charge so little for hamburgers and food. They're also in the business of convenience. Part of why people go to those is because they're everywhere. So they're in the business of real estate. Amazon, right? We all think, "Oh we can order everything we want off of Amazon," but Amazon is really a logistics company right? They're mastering getting things to you as quickly as possible and how do you coordinate that?

And so when we look at shakeology, you look at Isagenix, they're what is called a multilevel marketing network company. Some of them, if you've been — I don't know how old everyone is listening but if you grew up in the 80's, you've heard of Amway, Mary Kay, these are other examples of multilevel marketing.

[00:05:00.1] JB: Often people tend to use the term pyramid scheme which has a lot of negative connotations to it but you might hear that term in regards to these types of companies.

[00:05:10.8] AS: Yeah and I'm glad you brought that up because it is focused — the reason people say it's a pyramid scheme, and we're not here to comment on that one way or the other and this is why you're hearing about it so much, is that someone will try one of these products and I think the people who sell them genuinely think they work.

[00:05:28.3] JB: Oh for sure, yeah I could attest to that because I have many people in my life who represent some of these companies and they have positive experiences with them and if they didn't, they wouldn't be representing the companies.

[00:05:41.3] AS: Yeah but I want us to put an asterisk there because we're looking at the business model, again, we have to define how people are defining "works". So what happens is someone likes this product and they're like, "Oh my God," and the company says, "Hey, if you

sign up, you don't even have to sell it but if you sign up, you will get a discount on this products." So a lot of people are like, "Oh I'm just going to do that".

Other people who sell these and they approach people like Juliet who's a gym owner, a health coach like me, they approach food bloggers. They say, "Hey, you have this community and why not offer them something more?" None of us, Juliet and I don't sell them, but if we were they would make money off of whatever we sold. Then the real money isn't getting more people to sign up so then Juliet and I then would have to sell more to really make the good financial freedom that they talk about.

You basically start making money for everyone that's under you. Hence why people call these pyramid schemes. So the challenge though, when we look at their business model, these people are actually in the business of networks. Of growing a network of people, so when you're doing that, what you're measuring as a company is how many people do you have selling for you because distribution is everything in a business and distribution is like for example think of a makeup brand.

They want to be in Walgreen's, they want to be in CVS or maybe if they're super high end, they want to be in Nordstrom's or in Goop or some sort of but that's their distribution. The more people that they can get to sell, the more distribution they have and the more money they make but they're not measuring if someone has the expertise to know if something like this is right for you and they're also not measuring — so you use the product, but they're not measuring what happens after you use the product.

[00:07:31.4] JB: Because they're not in the business of creating healthier lives, which is kind of...

[00:07:36.9] AS: Yeah.

[00:07:37.3] JB: I hope I didn't ruin it for you Ali but you were getting to that because like you're saying, they're in the business of networks and creating larger networks to make more money.

[00:07:48.3] **AS:** Yeah, like I as a coach for example, I see myself in the business of intimacy. I look like a health coach on the surface but to me, what you eat literally becomes who you are. Your hair, your nails, you're never going to get anything more intimate than that and how you eat reveals you to yourself. So I'm measuring actually if my clients are tracking food less.

I'm measuring are they getting underneath their bad eating? And I'm measuring long term results. Now, not everybody wants that and I tell people, "If you want to lose 30 pounds or nine pounds in 10 days, that's not what I can offer you." But to your point, you and I are really in this "business of health" and when you're in that business of health, you measure things much more long term.

I think the important thing to realize is because they're not vetting the expertise of who sells these things, these people aren't evil, right? But they don't know what they don't know. One of the big things and Juliet, I don't know if we've talked about this on the podcast episode or not but the long term damage of this restrict in binge cycle. So these products, okay, anyone...

[00:08:57.3] **JB:** Also let's talk about what they're in the business of out there and the business of networking and making money. I would also put a stamp on that and say that they're in the business of fast results.

[00:09:09.1] **AS:** Yes, yeah.

[00:09:09.5] **JB:** That doesn't mean health, that doesn't mean long term results. Fast results, these before and after's are super important. So how fast can we get somebody to lose weight?

[00:09:20.8] **AS:** Right, exactly but what they're measuring is only when you're using the product and so the minute you stop using the product and part of what's dangerous about this is, I had mention this on an earlier episode, but you have this thing called the HPA access in your body which a very simplified version is that is measures the long term stress in your body.

When you binge and restrict, restrict first which if you're doing something like any of these shakes programs, you're definitely restricting a high level of calories which is how you're losing weight. But what happens when you restrict that much, you really are stressing this HPA access

and so what happens is, you will binge again to compensate but it will be after the program is done whether it's nine days or 30 days and because this access is invisible, you're never going to be able to connect that to, "Oh my God, I am actually damaging my physiology," because these companies target people who think that they're weak, think that they're broken because those are the people who want the quick fixes and I used to be in that camp.

So I am not judging. It's just I know the psychology very well but you won't know to connect it to that and either will the person selling the product because they don't have the depth of expertise to even know that. So these people who sell it, again, they think it worked for them and yet they don't understand, I think often, many of them have the level of expertise to be able to connect what's happening two or three months down the road. So you can't fault them but...

[00:10:50.9] JB: But then let's also talk about the motivation behind the people that are selling these products. They are selling them to make money. I mean yes, they had results and it worked for them so they can authentically say, "Hey, this worked for me so this will work for you too." But the way that these companies get you to continue to sell is by dangling big money in front of you and saying claims like, "You can make six figures in a year on the side doing this and you don't really need to do that much". That's really, really attractive to people.

[00:11:25.0] AS: It is and I think you bring up such a great point that in the wellness industry, unless you partner with a big food brand which often is dangerous I think, or if you're sponsored by a big athletic brand, people in wellness are not making a ton of money, right?

[00:11:42.1] JB: Well yeah, it's true.

[00:11:43.2] AS: Which is okay, and money is not the evil thing here but I think of people I know who are super into wellness, right? I have a friend and I really love her dearly. She's a yoga instructor, she buys organic from a local CSA and she sells pharmaceutical drugs because the money is in sickness. It is not in wellness, right? She eats and breathes wellness, she works out more than I do but the money is in sickness. Which is look, it's not money the issue. I don't know, where it would be on the spectrum?

[00:12:16.3] JB: You're just using it as an example.

[00:12:17.9] AS: As an example, yeah. So wellness, people who make organic food, they could never afford it themselves. I remember being at a functional forum meeting and one of the doctors who is trying to make functional medicine much more accessible and cheap, she's like, "The elephant in the room is I can't even afford my own services," right? Here is someone who, because doctors especially if you're leaving the medical system to offer functional medicine, you're not making the big bucks that you do when you specialize and all that stuff.

So even though wellness as a brand is all of us in wellness, we try to create a luxury or that clean feeling, people aren't killing it, the margins are tight and so they approach people like us to say, and Juliet, I'd loved it if you share what one of the reps said to you about again, capitalizing on your community to sell them more because you've already done the work to get these people to trust you and this stuff works and it's great and people are asking for it.

So it seems like a no brainer and then in tandem, wages haven't risen in 40 years like the average worker's wages. So they target moms. I don't see a lot of dads selling these stuff but I see them target moms who need to bring income in on the side, maybe they don't want to be full time moms. I mean I don't know what it is but all of these things come together and you find very willing people who, again, believe in this but don't necessarily know how to help people know what works for them.

[00:13:47.7] JB: Yeah, I mean if you're going to be selling these products, weight loss products, your knowledge about weight loss, your knowledge about the body, about the stress response of the body about, isn't there. You didn't study physiology and the body's chemistry so you're really just selling people the products as if you are selling like a bag of potato chips.

Like, "Buy these chips, they taste good!" You know? It doesn't really go beyond that and they can basically hand feed you the information like, like "this is what this would do, this is the science behind this," but you're not really qualified to be giving advice to people about it. But I feel like there's this fine line where it feels like it gets tricky because the participants are putting their bodies in your hands when you're the representative, when you're their coach.

Because ultimately what happens is you become a coach of the company and your job is to support this person through their 30 day cleanse or through whatever amount of time they're doing the program for and they're supposed to come to you with questions and you're supposed to have some sort of answer and I just feel like some lines get crossed.

[00:15:04.7] AS: Well they totally do and I'm going to come back to the pharmaceutical world as an example. Pharma reps do not come from science backgrounds.

[00:15:14.0] JB: They don't know anything about the drugs that they're pushing except for the talking points about the drugs.

[00:15:19.2] AS: Bingo, which is curated by the company right? Dr. Kelly Brogan talked about this on our podcast. Pharmaceutical companies are in this for profit, make no mistake about it.

[00:15:30.6] JB: They just glorify everything basically.

[00:15:33.0] AS: Right and again, this isn't that money is evil. I don't think money is evil.

[00:15:36.3] JB: I would love to have more money. We all do. I love money and I think that is something important. Ali and I are all for people making money and everything and we are not to say, "You're doing a bad thing by making money." It's really a personal choice what you want to do. We're just educating people on being swayed in any one direction on how to lose weight.

[00:16:00.6] AS: Exactly but with these pharmaceutical companies, these reps go to these trainings and who's curating the information, the pharmaceutical company. I mean I know some pharmaceutical reps and I know significantly more about the body than they do. I find it terrifying because what they're prescribing and they'll tell you what people just want a pill.

[00:16:22.4] JB: They're sales reps.

[00:16:23.6] AS: They're sales reps exactly but the same model is used in these multilevel marketing companies. You're getting information curated by the company and again, they're not

measuring long term results and I'm talking three months, six months, a year and this brings up this bigger issue to what your point Juliet is, well everyone is asking for this, right?

People in your gym is asking for it, however though, I would say that yeah, these MLM companies they do not create the problem of people wanting a quick fix but they're not also part of a solution of health and long term results and I think that's really important for people to realize.

[00:17:04.4] JB: So I think when you are looking at these companies, when you're seeing these stuff on your Facebook feed, also something that I was talking to Ali about which a lot of people don't know is, they give the promotional material to the coaches or the people who are signing up and selling their products. So those before and after pictures you see, those are not before and after pictures of their clients.

Those are before and after pictures curated by the companies given to the coaches to then put out through social channels so that they can sell more of their product. So they give them all the promotional material. Again, it makes it easier for them to make the sell. They don't have to, "Here it is, we've curated it for you. You don't have to do much, all you have to do is connect with your friends and build those relationships with people and network," that's what it is. If you can network, then you can make money through selling our product.

[00:18:05.3] AS: Exactly and Juliet, share how you found out about this because people need to understand how wild and crazy it is.

[00:18:12.1] JB: Well because I'm in the fitness world and I'm friends on social with lots of different people from all over the country, I was starting to see the same before and after pictures on many different people's Facebook pages and Instagram's and Twitter's. I was like, "How is it that that person is your client and that person is their client and that person is their client too?"

I'm like, "That's not possible," and through speaking to some people who do work for the companies, they were like, "Yeah, they give us those pictures." The way that they can justify it is they say, "Well those are the people that are in our group," because they have certain groups

that they are a part of so teams they'll call them and again, it's all language. It's all just language and to make it sound better than it really is.

You had nothing to do with that person's transformation and you are falsifying yourself, putting that out there so people think that you have all the answers and that your program which isn't your program. It's far from your program. It's very disconnected from you actually. That has nothing to do with you. I know that you know. Again, I don't want to bash it but I feel like people have to know the reality behind this.

[00:19:29.3] AS: Yeah. No, I mean the whole impedes behind this episode is that you can then make your own choice.

[00:19:34.9] JB: And I guess it can be upsetting in a sense for someone who does care a lot about health, does care a lot about the results for people long term and the body and did study, you know what I mean? I feel like it could be mildly if not a lot insulting to someone who went to school and studied physiology and nutrition and dietetics for years and put their life's work behind this.

[00:20:01.0] AS: Well it is and often and again, I was on this path myself. So I mean I've tried this stuff before but then, you go to someone like you or me and then your metabolism has been wrecked by this. Your physiology has been wrecked and then when someone like us tells you like this is going to take time, it's like don't kill the messenger, right?

[00:20:22.5] JB: Yeah.

[00:20:23.2] AS: I think that to me is the most important one. I understand both sides like where I am now and also where I was when I was so panicked.

[00:20:32.4] JB: Well that's the thing, it comes from panic and when we opened up today's show and I said to you, Ali, people are coming up to me left and right like, "What is this, how do I this?" It's that frantic energy that they're coming to me with. It's like, "I need to lose weight right now." I'm like, "Okay, take a deep breath because that's the start of you losing weight." I need you to take a deep breath and I need you to calm your nervous system down.

[00:20:54.3] **AS:** Right and also, part of too why these products work is they fit under this larger diet narrative that to lose weight I have to sacrifice and deprive myself and I have to be panicked and I have to gear up and I have to be losing my mind, right? Because if you didn't believe that weight loss and dieting as a verb, involves sacrifice and deprivation, you would never drink a chalky sweet shake over grass fed eggs with spinach and your favorite vegetables, right?

[00:21:26.9] **JB:** I love that. That's a quote right there Ali.

[00:21:29.4] **AS:** Yeah, it's true though, right?

[00:21:33.0] **JB:** It's so true.

[00:21:34.2] **AS:** And so then they think that they have to be in this panic and Juliet, we've said this a hundred times on this podcast or maybe I just said it. I did a keynote talk this morning, maybe blending what I said but we've talked about anyone who can promise you that you can lose 10 pounds or four inches, to me the way that people design their messaging tells me if I know they're really experts or not.

You cannot guarantee that unless you're doing something that will happen and what I wanted to point out though is a lot of times, people feel good on these things but they feel good because they've eliminated a lot of sugar from their diet. Not all sugar because if you look at a lot of these products, they actually contain fructose, which is the worst kind of sugar for you but it's really sweet.

Or maybe they've eaten a couple extra vegetables because a lot of these products you can drink. You eat two shakes but then eat a healthy lunch so they're actually eating healthy lunch which helps them and then they've also eliminated a lot of crap and that is actually why the product is working. It's not the shake itself.

[00:22:39.1] **JB:** It's like any diet. If it's eliminating processed food — there's so many diets out there and there's the common theme behind them is why they would be able to claim fast

weight loss is because they're putting you on a very low chlorig diet a lot of times without you realizing it because they're not necessarily counting calories, but just the way that it's structured and then you are ending up eating a lot less calories and cutting out processed food. Those two things right there, there is your weight loss. However the stress it puts on your body, the way that you may be doing it and not really addressing blood sugar while you're doing it, that's where the issue comes in.

[00:23:17.9] AS: Yeah but again, if you buy into this narrative that losing weight and being healthy is about sacrifice when you're binging again, then you're already getting ready to restrict again. We haven't even gotten to the psychological costs but a lot of times these things work not because of the shake. It's like when people tell me that they went vegan and felt great for a while and then started to feel bad. I'm like, "Was it really because you were vegan or is it because you added vegetables in and whole grains?"

And getting back to the restriction and deprivation, most people don't realize that health actually feels really great and you don't have to go to extremes. In Truce with Food and in Curb Your Afternoon Cravings, I make sure people know what is working. So that they realize it's not this cutting out large food groups. It's really understanding, "What am I doing that's working?" Because most people don't even understand what works for them.

[00:24:12.6] JB: Also, let's just talk about there is something else that's attractive about it is this thing of, "I'm mastering my will power." I think that that is something that people still think that they can do which is like, "I can say no to this." And when they're on this 30 day program being coached by somebody with that kind of accountability for those amount of days or they're doing it with a group of people, they're like, "Well okay. I am being held accountable. I am not going to make myself look like a fool, I'm going to master my will power."

And so there is almost like this power play that goes into it and they feel like the sense of control for the amount of time that they are doing it and that's a little bit of an addictive feeling for people which is like, "I've got this. Wow, I can't believe I said no to those chips. I've never been able to say no to those chips," but it's all because of the constraints that they have for that amount of time. Because as soon as those reigns come off, I've seen it, 99.9% of the time there is a complete binge opposite scenario that occurs for people.

[00:25:19.6] AS: Yeah and because they're targeting people who think they're broke and need fixing, you say, "This is me. I can't keep up with this," and it's like, "No, you can't keep up with your body. It's not you, it's your physiology," but you connect it to your own will power. You brought up another great point. I didn't even realize people did this stuff in groups.

So research shows that if you have a partner, you lose twice as much weight or you have twice as much success. I've had so many clients tell me that the reason Weight Watchers worked for them is because they were doing it with a friend. Again, it's part of the whole thing around it. It's not the shake, it's the group support. I didn't realize it but the challenges is, and this is kind of a more new ounce conversation, it feels like it's support but is it really because if you look at the psychological stuff, I think it's very damaging. And again, why we're doing this...

[00:26:10.5] JB: What about it? Let's talk a little bit about that, what about it is damaging?

[00:26:14.3] AS: Well, first of all it's another thing you try that fails.

[00:26:19.2] JB: But I think what happens is people try it and they do lose a ton of weight and so to them, it's not a failure and then again, going back to the feeling broken part, they're like, "This did work," and then they go and start to it, get back into their old habits and overeat again and eat shitty food and they gain all their weight and then some back. And then they blame it upon themselves and they think, "Oh god, I got to get back to that program. I have to get back to having those shakes," and then it's this cycle.

[00:26:46.7] AS: Yeah and well that's what I'm talking about. This HPA access and the stress response is invisible. So psychologically, you connected that you're broken and can't do it. When in reality, you cannot outsmart your physiology. No one can, your body will always win. You want it to win. It's doing the best with what you're giving it, I promise. But that's my point is it further entrenches you in this narrative that "I'm broken, I need to gear up, I need to go to extremes," and the biggest thing that harms us with health and weight loss is not knowing what you don't know. This is what I did in my master's thesis on too. We think that the words that we use like, "I'm going to track my calories, I'm going to do this reboot," right?

[00:27:29.3] **JB:** I'm going to start Monday.

[00:27:30.2] **AS:** Yeah, all of these but these battle terms that we use, really then guide the type of information that we seek out. I don't even see, I've gotten a ton of people from my high school who befriend me and I went to a huge high school. So I see they all have my high school friends but then I see that they're doing these multilevel marketing things.

So I know that they're trying to sell me them but other than that, it's not in my feed and it's easy for me to ignore because I really understand that there's a completely different story that I didn't know was available to me before I basically gave up and that's why I created Truce with Food but until you know, that's the trick. You have to almost feel — get to a point.

I think part of why I want to do this episode was not to disparage MLM's because again, I think people really believe in them and enthusiasm is great but it also often creates blind spots but to give people permission, I don't think, especially the people listening to us and if you do and if you're not there it's okay but I think they need permission to not do these things often, right?

It's okay to skip this but the more that you get that it's not about that and can understand psychologically that you're not broken. It's that you're choosing, I would say, tools that break you is actually how I would phrase it, you start to put yourself in line with other information and really start to but if you don't know what you don't know, you connect these products to it being that you're broken.

[00:28:56.7] **JB:** I think the thing about these products and these programs that people really want is the fast results Ali and you and I, we're not guaranteeing that. We're not guaranteeing fast results, we're not guaranteeing weight loss results necessarily because we know how complex the body is and there is so much more that goes into it.

But what would you say to those listening now who are like, "Well fuck, I want those results man! I am like 10 pounds heavy and I don't want to wait months and months to lose these 10 pounds. I want to lose these 10 pounds in two weeks, one week."

[00:29:32.9] **AS:** Yeah. Well, I'm a coach so I'm going to say a lot of people want the quick fix and I'm like, "How are you defining quick and fix?"

[00:29:40.8] **JB:** And I think they're defining it as, "I am going to Mexico in two weeks and I want to wear a bikini and this needs to happen because I feel like shit."

[00:29:52.6] **AS:** Yeah, I mean if you're in that stage, I think the fastest route is again learning to balance your blood sugar and then maybe just cutting out sugar. Do something less extreme.

[00:30:03.9] **JB:** Yeah.

[00:30:04.4] **AS:** But you also, I think at some point, have to check in with yourself and sanity is doing the same thing over and over again and expecting a different results. And at some point, and again, I often don't work with people until they tell me that I was their last resort. People in Truce with Food right now they're like, "This was my one last time," they told me that this was my last saving chance.

[00:30:26.0] **JB:** You are mine when I saw you Ali.

[00:30:28.5] **AS:** Yeah.

[00:30:28.6] **JB:** You know, I was so sick of buying diet books and trying all the quick fixes and then feeling broken and feeling like I couldn't get it together and trying a diet out for a week and then being miserable on it and then going and binge eating and I was not listening to my body. I was just all caught up in my head.

[00:30:52.3] **AS:** Yeah, one of my favorite quotes and I use this all the time, it's on my Truce with Food program page, it's by a farmer and writer name Wendell Barry and I'm paraphrasing here but he says, "It's often when we no longer know what to do that the real work has begun." And I didn't get on this path until I remember being 23 and being like, "I just can't diet anymore. I'm exhausted. I have to learn to enjoy being fat," and that's when I actually became open to other information.

Once I thought I was giving up and that's why often people's breaking points are the turning points but if you're not there yet, it's totally cool. We all get there when we get there. I would say then just cut out sugar. Eat three meals a day but just cut out sugar. Not only will you get similar results but they will last and you won't arrive in Mexico or wherever you're going so starved that then you're just going to eat and drink the whole week then come back and say, "Here I go again."

[00:31:48.7] JB: And I think relax, right? The more pressure you put on yourself to lose this weight, the more restricted you feel like, "Oh I am not allowed to have anything." That psychology alone will backfire on you.

[00:32:02.2] AS: Well totally and talking about measuring what works, I mean so many people think of tracking their food and that does help a lot of people. But I often find that the tracking is part of the obsession and it keeps food at the forefront of your mind. That's why I want people to track food less and become more intuitive and think about other things.

[00:32:20.8] JB: I remember being one of those people that when I would track, I would track it and it would be great and I track through lunch and I would never ever track the dinner and the late night portion of the day. All of my tracking would be 75% done and I notice that with clients too. They're like, "Oh, I didn't put dinner on there." I'm like, "Because it was going to say something you didn't want to see because you didn't want to face the reality?"

[00:32:44.6] AS: Yeah and I've had people tell me, "Well when I'm tracking, tracking helps me because it helps me. But then when I'm not doing it then I'm bad," and I'm like, "Well no, you're not tracking because you are being bad." It's not the tracking that's helping. It's like, "Oh I'll get my gold star for the day."

[00:33:00.6] JB: To each their own right? It depends on where you are psychologically.

[00:33:05.1] AS: Yeah and some people again, tracking does help them and all that stuff and I think at the end of the day, you have to think about "What do I really want for myself? Do I want to be in this cycle?" And some people do.

[00:33:18.0] **JB:** And men and women are very different with this.

[00:33:20.3] **AS:** They are yeah and it doesn't affect men quite this way.

[00:33:23.8] **JB:** It really doesn't. Again, we're not stereotyping men and women here. Everybody is different. But I have the trends as far as my male clients go versus my female clients is that they can be on a very linear plan, just do what they've got to do to lose the weight and there's not necessarily as many emotional attachments with food and I think that nourishment is much deeper for women than it is for men, for most men and women at least.

I've noticed that a lot with my male and female clients that my male clients are just, "All right, give me the plan," they report back, it's going well, they're excited, they've lost the weight and for women, it's a lot more advanced for women when it comes to trying to figure out what really is going to work for them.

[00:34:14.0] **AS:** Yeah. I mean it's been interesting. I've been working with a lot more men lately. Now, I'm starting to question my own hypothesis but I think what happens with men and I've seen this with Carlos. So Carlos was working on this huge writing project and like stopped working out for I don't know how long. He starts going to the gym in like January, we both signed up for the gym and to his credit, he has completely cut out sugar and a lot of food allergies that he has protested if he is really allergic to, but trust me, he is.

He is not 100% with anything but he has gone to the gym. He goes like three or four or five, I don't know how many times a week he goes but he has lost, in three months, he lost 20 pounds and I am back at the gym and I think I lost three pounds in a couple of months. I don't know? I went to the doctor and then I weighed myself two months later or a month later, I can't remember but I had lost three pounds from going to the gym.

He was like, "Oh well I've been really consistent," and I'm like, "No, I've been consistent too." I said, "It's just you're more motivated because you're getting results at such a faster rate than I am," and that's the truth and I know this about my body and I know this about women's bodies. So I think men get a quicker reward because I think they see the results and I don't want to

discredit Carlos's effort. I'm so proud of him. I'm so glad he's taking care of himself and I will never get those results.

I would have never gotten these results when I was 20 years old let alone 37. So I think that's also part of it too because you do, when you see results, you do want to keep going which is why these products are so addicting. It's just that they're not sustainable. So I think if anyone is going to the beach, just get off sugar because you're going to need to learn to do that anyways. I am someone who wants fast results and I don't want anyone to waste effort.

So that's why I'm like, "Understanding your blood sugar control," which I'm plugging it again but it's the most sane way to get the quickest results is my Curb Your Afternoon Cravings Program. You learn what to eat for your metabolism, your cravings will go down, your life will be so much better. But back to these MLM products, some people might not think, "Hey doing this once or twice is going to harm me" and a lot of people would say, "Well it did teach me how well I could feel." But again, back to what Juliet and I were talking, is it the group support, is it that you cut out processed foods, is it that you've added in more vegetables?

[00:36:34.4] JB: Yeah, what are you learning from it? I think you really want to see with anything, What am I gaining from this, what am I learning from this, what am I learning about my body and what feels good for me and how I can modify this to live a healthier lifestyle?" If you're just looking at it as, "Oh I'm just going to get through these 30 days. I'm going to lose this 30 pounds and then all right, going back to my life." That's the wrong way of approaching it because you will never get out of the rat race.

[00:37:02.7] AS: Great analogy, yes. It is, you're like on a hamster wheel, right?

[00:37:07.2] JB: Yeah.

[00:37:08.1] AS: Yeah. So those are the main things I want people to understand, why you're seeing it everywhere it's economics. Again, real worker's wages haven't raised in 40 years. Wellness is a very cut throat business. I mean your organic restaurant, the margins are very thin, food goes bad very quickly. Gyms, there's so much competition. Health coaching for me, at least a lot of people are saying they're health coaches.

I am very weary of my own industry of how many people are actually coaching and have the depth of expertise they need and not everyone is claiming that they do either. A lot of people are into recipes and stuff but it's really cut throat here in wellness and all of us, I know Juliet that you and I are both trying to simplify it for people.

[00:37:51.2] JB: Yeah for sure and what you're saying about the competition, and a lot of people ask me, "Well why do you have to raise your rates at the studio and everything? It's because the industry is transforming right now and we won't survive unless we do these things. We have to grow as the industry grows.

[00:38:14.3] AS: Yeah and I really admire, I mean tell everyone, you had someone approach you about selling MLM products and you said no and what did he say to you?

[00:38:23.3] JB: I can't even remember? Did I say something to you about this?

[00:38:26.4] AS: Yeah.

[00:38:26.7] JB: Do you remember something that I don't? I have the worst memory, oh my God.

[00:38:32.2] AS: The rep said, "You know you're really missing out on maximizing your distribution there."

[00:38:36.8] JB: Oh yes. They said they were missing out on maximizing our distribution channels.

[00:38:41.1] AS: You're the distribution channel by the way, the listeners. Just so you know.

[00:38:45.5] JB: The fact that we have so many gym members and our network of people and thousands of people in our newsletter and we can reach so many people, we can make so much money doing this but ultimately, it's just not something that I stand behind as a health professional because I am not about that quick fix for people. I'm about the long lasting lifestyle

change and although it might not be as attractive, that's not something that we were willing as a company, we just weren't willing to go down that road. And I know there's more money to be made and that's the thing, sometimes we have to make sacrifices to not make as much money because it's not in alignment with our branding.

[00:39:27.5] AS: Well and we were in New York together, you were telling me. Unite is in the business of transformation. It looks like a gym and nutrition on top but you're in the business of transformation and I would say that MLM products are the antithesis of transformation.

[00:39:43.6] JB: Yeah, for sure and just on the side not, what came out of this recently, well not too recently, about a year ago. It's our second time around doing it, because people were coming up to us all the time asking us to do these programs, what do we think of these programs, should they do it? Unite as a company we created our own, what we call 30 Day Lean Out Program, which basically is a version of something like this but done at home the healthy way without using faux products.

So it's taking the ingredients you have in your house and using whole foods to have two shakes or something like it a day with a major meal, blood sugar balancing with snacks in between but focusing on the psychology behind it a little bit more, how it's teaching you how to balance your blood sugar, eat cleaner and then transition off of something like this the right way. It won't be as drastic at the end.

So I just want to say that because if someone is listening to this podcast and they go, "Wait a minute, Unite just put out this thing," because we just started it and we have a lot of people signing up.

[00:40:51.8] AS: Where can people find it because this is great. I think it's wonderful that you guys have a healthy alternative.

[00:40:57.5] JB: Yeah, if you go to our website, Unitefitness.com, we just launched it. We launched them with a big group of people. Again because the group thing is really helpful. We have a Facebook page for people to communicate with each other, share their healthy recipes and what's come out of it so far, we're in week one right now, has been really amazing.

People sharing, someone just posted a snack that they're doing which is turkey, avocado and a collared green wrap and they made a bunch of them for snacks and then someone said, "Oh my God, I never even thought about doing that. That's incredible." Like those are the things that I want to see come out of it. It's like, "Wow, I can eat that."

[00:41:31.6] **AS:** Sustainable solutions.

[00:41:33.3] **JB:** "I can eat that as a snack instead of a Fiber One bar?" You know what I mean?

[00:41:36.8] **AS:** I used to eat that, I just got chills.

[00:41:38.9] **JB:** Yeah and it's not hard to make and when you see regular people doing it versus me posting it, that's magic because I post something like and they're like, "Well fuck her. She's a trainer of course she's going to be eating like that," you know what I mean? But when you see a busy doctor or when you see a lawyer or when you see someone like a mother of three and they're posting their healthy snacks that they were able to make, that's the power right there.

[00:42:06.3] **AS:** Totally, you brought up a really good point that I didn't even think about but when you're doing any kind of detox or cleanse, the most important part is actually how you come off of it and you just brought up this great point of, and again, I don't know these MLM products are not in my orbit because, again, they also conflict with my philosophy. I'm all about the customized individualized post so these are inherently intimacy and standardization are often contradictory terms. But when you come off something like this, you have to be so gentle with the body.

[00:42:42.0] **JB:** I remember David Wolfe.

[00:42:45.6] **AS:** He's like, raw man.

[00:42:46.7] **JB:** Raw, yeah.

[00:42:48.1] **AS:** Totally, I mean he's great but he's totally in outer space.

[00:42:51.7] **JB:** David Wolfe, you may have seen one infomercials because he's the face of the NutriBullet, which is an awesome blending system, but I remember I went to a seminar that he taught and this was back when I was just really exploring the raw food world, food is medicine and he was just talking about a lot of exciting stuff.

To this day, I think a lot of the things that he brought to the surface about medicinal herbs and root and different adaptogenic roots. You were talking about or what you were mentioning earlier before we're talking Ali like Ashwagandha, Reishi mushroom, he brought a lot of that stuff to the surface for people like these are really, really great for the body to calm your nervous system down but crap, I just lost my train of thought.

[00:43:38.8] **AS:** We were talking about David Wolfe, coming off of a cleanse.

[00:43:41.5] **JB:** Yes, yes thank you. Oh my God. It's Friday people. Long week but I remember him talking about a cleanse and that when he came off of it, his body felt so deprived I guess that he ate like a pound of cashews.

[00:44:01.0] **AS:** A pound?

[00:44:02.0] **JB:** It was like too many cashews and he said that he put himself in the ER. His body was like, "Holy shit!" You have to be so careful with the body, you can't overwhelm it. You can make yourself sick.

[00:44:17.4] **AS:** Yeah and your body, when you do these MLM products or any kind of faster detox, your body is going on sleep mode on the computer basically is the analogy I would use or the metaphor is like on sleep mode. So your metabolism has decreased and nothing is working on its maximum and I don't know what it's like waking it up or just like a power surge comes through it.

Like it's almost like you're in a storm and you don't have a surge protector and it's just like, "Whoa! What happened?" Nature and the body loves slow and steady. I know we don't as a

culture but you have to — moderation is the new radical, that's my new thing. I'm like, "I am the moderate person. It's such a radical concept."

[00:44:59.6] **JB:** I love it.

[00:45:00.8] **AS:** It's always a work in progress and if you heard Linda from last week when we updated her journey with Truce with Food, she's like, "Wow, I'm learning this is about being imperfect not perfect."

[00:45:11.5] **JB:** Totally.

[00:45:12.7] **AS:** Yeah but I also think too, you bring up a good point though, is that if you see MLM products and you're so tempted or triggered, whatever word you want to use, but you're actually in a place where it feels exhausting it sounds like you can't do it, you're not weak because you're not broken that you don't want to do this stuff. You're actually, I would guess, at a very important healing transition. If you can't do this and going sugar free for 30 days is restrictive or even for five days, don't do it.

[00:45:45.7] **JB:** It's always the energy behind something. I tell my clients when people ask me even for our 30 Day Lean Up Program at Unite, they say, "Hey, should I do this?" And I say, "Should you?" I don't say, "Yeah, of course. Yeah you should do it," you know? Because to me, you should do it if you feel like it's the right thing but I have turned people away from doing many of my programs because they felt like maybe it was just too stressful. Well, that's the opposite of what we want so this is a no go then we have to take this from a different approach.

[00:46:21.9] **AS:** Yeah and you bring up a really important point because when we were in this battle narrative that we have to gear up and we have to restrict and be a good soldier or disciplined. We often think it feels right if it feels like we're straining and striving. Like, "Oh yeah!" Like we're super up and we're super tense and stressed and we often don't recognize that as stress. We think of it as motivation but it's really shame.

Versus knowing if something is right for you. Really, I feel like it comes from your intuition, deep within your gut and that solar plexus area. It's a calmer choice that isn't attached to it being

good or bad. It just is what it is. A client and I are joking about when people say that, “It is what it is.”

When it comes from a place of, “No, this is the right fit. It’s the right alignment for me, yes or no,” it’s less charged, the answer, I find intuitively. Really check in and if you feel like, “I can’t do something extreme, I can’t even give up sugar.” Awesome. Just focus on the simple but complex things we talked about.

[00:47:28.3] JB: No but I can attest to that. That’s me. I’m never one to be restricting because it puts me back in a really negative space and I have too much going on in my life and I’ve come too far to do that. So I know that I can’t go on any plans that are super — people ask me, “Why don’t you do your own programs?” And I’m like, “It is not right for me. It’s really right for a lot of people but it is not right for me.”

Mine is always slow and steady for my approach. Mine’s, “All right, I just want to go out to eat as much or I cook at home more,” and those small things I feel back to health and really good. That might not sound like a lot but for me, it’s a lot and it feels great.

[00:48:09.6] AS: Well and yeah and you bring up, “Where are you on your own path?” And I have this hypothesis but I think that if you ever get to this point where you can’t go to extreme anymore or you want to do the type of work to bring more peace, I almost feel like you have to spend time balancing out all the time you did restrict. Like even if it was years ago, you have to come to “what you resist persist, what you embrace dissolves” and I feel like it takes the time. I can’t do anything extreme either.

[00:48:40.7] JB: Yeah and it’s interesting.

[00:48:42.9] AS: Well I could back in the day, girl. I was queen of extreme.

[00:48:46.1] JB: It’s interesting to just be able to even go out to a restaurant now whereas before, I would overeat so much because it was again that binging restricting like, “I don’t know when I’m going to get this again.” So I would always feel that feeling of scarcity with food. To be able to go to a sushi restaurant and have just one roll and not have four rolls and that’s health

for me. That's health for me. Maybe I'm eating not so great roll for me but I'm eating one not so great roll not four. Exactly, everyone is on their own path.

[00:49:26.3] AS: Well one of the things that we talk about in Truce with Food is, because I am big on measuring things. I like to think of myself as offering a happy medium between being super restrictive and judgmental and then saying, "To hell with it, I don't care." But one of the big things that I talk about in Truce with Food is, "I want you to measure what would I have done previously." Like how far have I travelled, right? We never arrive so "how far have I travelled" is the better measurement. So, "I used to eat four rolls, I had one today, wow."

[00:49:56.2] JB: And I felt satiated and good. I used to not be able to have cookies in front of me or be at a party without just constantly thinking about them because I would want to eat them and then I would eat all of them to now have a cookie or maybe I don't even want one. That is progress for me. That's the stuff that we should be measuring.

[00:50:17.4] AS: Yeah and I would say, should maybe not, I mean everyone...

[00:50:22.6] JB: Yeah, everyone is different but that's the thing for me that I measure.

[00:50:25.9] AS: Yeah and where you are on the journey and I think that's such a testament to how far you've travelled and how far I've travelled and I think I just have deep gratitude that I was able to make it this far because it is hard. I mean it's not hard, I think it's unhooking from those quick fixes. What's hard is...

[00:50:42.8] JB: It's slowing down that's hard, that's what it is. That's the thing.

[00:50:45.7] AS: It's trust and the patience.

[00:50:47.5] JB: Yes.

[00:50:47.9] AS: But then you start to value that. I don't know about you but I just feel like, "You know what? The answers will come." I value time and space now versus it being my enemy.

[00:50:58.9] **JB:** Totally.

[00:50:59.9] **AS:** But I hope this was just kind of being more transparent about what really goes into these stuff and why you're seeing it everywhere. There's a lot of different factors and whether or not you choose to do it, you're now going in with eyes wide open and then that's your choice. So you've got to take responsibility either way but it's cool, right? Whatever, it's a big world out here.

[00:51:21.4] **JB:** Yeah whatever works for you but always question your mentality behind something and what you're wanting to learn and get out of it and question your psychology as well.

[00:51:34.5] **AS:** Yes. Yeah, consider the psychological repercussions of these stuff and not to mention the financial. I don't know how much these stuff costs.

[00:51:40.5] **JB:** Well that's another way that they will make it very attractive because it's X amount of dollars per meal, it's less than what you spend.

[00:51:48.6] **AS:** That they can make money on you selling things.

[00:51:50.9] **JB:** That can be a motivator as well but anyways, thank you guys so much for listening to us ramble on about MLM, which I didn't even know — I love that you call it MLM, that's short.

[00:52:02.6] **AS:** But to bring to.

[00:52:03.4] **JB:** I know, again, find us on our social channels because we will be letting you guys know where our healthy happy hour is going to be.

[00:52:10.9] **AS:** Yes again, it's Thursday, May 19th, 5:30 to 7:30. We're going to do a Q&A episode from there and we'd really love to meet all of you in the Philadelphia area.

[00:52:21.1] **JB:** Ali and I are really excited to get out of our PJ's.

[00:52:24.9] **AS:** Yes, we're going to have to shower to do a podcast, just kidding.

[00:52:27.3] **JB:** That's great. I'm usually like post workout, all out gross and Ali you actually look very pretty today. People can't see you but she is wearing makeup and her hair looks great, I love it.

[00:52:39.2] **AS:** 'Cause I had to give a talk this morning. It's my big day out for the month.

[00:52:44.7] **JB:** Yeah so I'm excited to put on some clothes that aren't spandex when I see everybody.

[00:52:50.3] **AS:** All right, thanks everyone. Talk to you — we'll you will have another episode on Wednesday and then we'll see you hopefully on our happy hour the week of May 19th. Remember, Kind Snacks are coming, new bars are coming out, lots of good yummy healthy food to prove that you don't have to sacrifice to be healthy. Thanks for a great discussion Juliet.

[00:53:08.8] **JB:** Thank you.

[END OF DISCUSSION]

[00:53:10.9] **JB:** Thank you so much for listening to the Insatiable Podcast. We hope you enjoy today's episode. You can connect with us on social media. Follow me on Twitter and Instagram @julietunite and Ali @alimshapiro, M stand for Marie. Please feel free to also e-mail us any questions. We would love to hear from all of our listeners. You can reach us on ali@alishapiro.com and juliet@unitefitness.com. We'll see you next time.

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