

EPISODE 17

[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]

[0:00:52.6] AS: Welcome everybody to Episode 17 of *Insatiable*. Today we have Jason Wrobel, author of *Eternity: More than 150 deliciously easy vegan recipes for a long healthy satisfied, joyful life*. Juliet has been following Jason for a long time and now that I've been introduced to him I know I will be too, you guys are going to love this.

Jason turns up the heat on powerful every day super food ingredients, proven to increase your longevity and serves them as culinary masterpieces. With an emphasis on radical simplicity — love that — and artful presentation, he imbues his static food creations with the energy of fresh and organic produce.

The healing properties and outrageous tastes of his dishes have rendered his recipes hands down favorites among celebrity clients and regular folks like us. Jay Wro fans include Woody Harrelson, Jeremy Piven, Robin Wright — I love her, I had no idea that you cooked for her Jason — Sigourney Weaver and Russel Simmons consistently rave about his delicious and innovative culinary creations.

After graduating from the living light culinary institute and earning certifications as certified raw food chef and instructor, Jason went on to apprentice with the industry's finest and most revered talents in New York City, Detroit, and Los Angeles. Jason hosts the popular YouTube channel the Jay Wro show, showcasing healthy recipes, lifestyle transformation tips and a peculiar entertainment.

His television series, "How to Live to a Hundred" is the first prime time vegan cooking series in TV history, which has taught people worldwide how to prepare easy and nutritious plant-based foods. Welcome Jason, thanks for being here.

[0:02:34.2] JW: It's my absolute pleasure ladies. This is great.

[0:02:36.7] JB: I love that you don't ever fuck that up Ali, when you sell someone's bio. It's so impressive to me, we don't have to stop, it's amazing. That's a real talent right there.

[0:02:47.6] AS: Well I was noticing, Jason is plant-based vegan, they always have the most energy and I just felt like more energized reading his bio. I think today's episode, I have to remember to keep my energy grounded because, as an extrovert, I totally match and Jason's energy is so fun, you're so funny and like "Woo!" I might get a little hyper today.

[0:03:10.0] JW: That's good, that's a good thing, that's not bad. Let's see where we can take it, let's break the internet. Kim Kardashian's butt. Let's just break the Internet, okay? With a virtual ass of information.

[0:03:26.0] AS: Totally. I see why Juliet has followed you for so long, it's hysterical. So before we get to the book which is my god, the peanut butter, frozen yogurt ice cream that is nondairy, that's genius. We'll talk about it and I have so many questions and I know Juliet does too but first, how did you — I mean before we were recording, you have a sauna in your place like you don't just fall into being raw vegan, plant-based. How did you end up here?

[0:03:52.8] JW: You know, I never intended on ending up here. It's funny, if I look back on the arc of my life and think what I'm doing now professionally and the lifestyle I've chosen, it's really

odd because being a young guy growing up in Detroit of all places, you know, as you would imagine growing up in Detroit has its challenges. People have their ideas of, “Oh what was it like growing up in Detroit, how did you survive that?”

I sent out an email to my newsletter list a couple of days ago about this subject and for me, when I was in my late teens, I was your typical American guy. Eating whatever was put in front of me, total standard American diet, had no consciousness about what I was putting in my body. But my grandfather was going through a second bout with cancer and he lost that battle and it planted this interesting seed in my consciousness of, “I don’t want to end up like that.”

It’s weird that everyone around me is acting like this is normal. You know, “Oh, people just get cancer, they get diabetes, they get heart disease, they get bone fractures.” I thought, “Something doesn’t make sense, this is not my fate. I don’t accept this as my fate,” and round 1995, I just started diving in the internet, like my dial up game was strong in ’95.

[0:05:07.0] AS: DSL?

[0:05:08.9] JW: Waiting for that information to load. Through a lot of patience and a lot of dial up connections, I just started voraciously researching like all the health information I can get my hands on. Whether it was GMO’s or organic foods or veganism, vegetarianism, paleo, mad cow disease, factory farming. I mean I just went down this rabbit hole, this never ending rabbit hole.

And three years later, through a lot of experimentation and a lot of conscious substitution and learning how to cook for myself. I remember standing in the kitchen at my mom’s house right before I turned 21 and looking at her and going, “Mom, I think I’m vegan now? There doesn’t seem to be — what am I saying? This is the weirdest thing ever.”

But honestly in the almost past 20 years of being vegan and eating plant based, I continue to do so because it works for me. For my body, my constitution, my entire being, I continue to feel great and that’s kind of the cliff notes of how I arrived here almost two decades later.

[0:06:20.1] AS: I can hear a little bit of the Michigan accent now.

[0:06:22.8] **JW:** Can you?

[0:06:23.6] **AS:** Yeah. 'Cause I grew up in Pittsburg, my uncle used to work for GM in Detroit and he has this certain way he say, just certain words.

[0:06:31.8] **JW:** Like what? I don't even detect it, tell me.

[0:06:34.0] **AS:** I think it's the A's.

[0:06:36.2] **JW:** The A's?

[0:06:37.0] **AS:** Yeah.

[0:06:37.9] **JW:** Like Michigander.

[0:06:40.0] **AS:** Car.

[0:06:40.1] **JW:** Car.

[0:06:42.3] **AS:** Do you know what I'm talking about Juliet?

[0:06:43.5] **JW:** Now you're freaking me out.

[0:06:44.9] **JB:** I don't know but I think we all have weird things that we do with our speech because I just realized when I'm coaching a class that I legs instead of legs. And I'm like, "Wait, I was born and raised in Manhattan, is that a thing? Legs?" I'm like, "Where am I from?" Now, every time I say it in the class I'm like, "All right, leg day. Oh my god, what is going on?"

[0:07:07.6] **JW:** What do you make an omelet with? Eggs.

[0:07:11.0] **JB:** Eggs.

[0:07:12.3] AS: In Philly they go “wudder”. I used to work for a water treatment company and they would say “wudder”.

[0:07:16.2] JB: I do not have a Philly accent. I refuse to adopt that.

[0:07:20.5] AS: What I think is so interesting Jason, I mean there’s a lot of interesting stuff there. First that you were like, “This isn’t normal,” because growing up in the Midwest, I consider Pittsburg and Detroit more Midwest than east coast. Everyone just assumes this kind of stuff happens, especially back then when we grew up. Like, “Oh no,” I mean I had cancer myself as a teenager and I remember at the time, that was kind of outrageous for kids to get it.

But now it’s so normalized. Pittsburg actually is a very concentrated area for cancer unfortunately because of the steel mills and all that stuff. To be able to say, “Woah, this isn’t normal,” when everything around you is, that’s really — I’m always curious, I know you don’t have an answer for it but how intuitive I should say to say, “This isn’t normal.”

[0:08:06.0] JW: Yeah, I think it was a coalescing of things honestly because I was just getting in to college and I was taking a lot of philosophy classes and I was just diving into a level of introspection that I had never done through the first 18 years of my life. I think it was my grandfather passing away, the normality of how everyone was treating it combined with me really diving into philosophy and meditation and thinking about my life and asking questions I never asked before.

I think all of that was kind of this perfect storm of creating this massive moment of change in my life and I look back on those years. Those three years of initial experimentation with my diet, my lifestyle and asking these hard questions, that it was a really magical and exciting and scary time in my life.

[0:08:53.1] JB: Yeah, we talk about that a lot on the podcast about the level of experimentation that you really need to go through in order to get to this place of intuitive eating, which is the ultimate right? It’s eating for your constitution, what works for you, you’re vegan and you feel great eating that way but there might be somebody who feel great eating a different way.

Ali and I, we're all about "whatever works for you", guiding people into figuring that out. There is really a level there, experimentation that can be uncomfortable but when I was doing it, I found it so exciting.

[0:09:28.0] AS: Once you're at a certain point that you're feeling pretty good because I think a lot of people, it feels fearful because they take it from a weightless perspective and every error feels like, "This is an experimentation, this is success or failure," right? I think that's where it gets scary but to your point, I think what's interesting about your story is you're like, "I think I'm vegan," rather than going into it being, "No, this has to work for me."

You kind of came in through it the back door of like I actually genuine experimentation makes me think, "Oh my god, this new identity, I'm vegan." Which I really appreciate rather than just, "Oh my god, I'm vegan and everything else is wrong." We were even emailing back and forth joking about, "Okay, if you want to take opposite ends of its spectrum. Keto and Paleo and Vegan, it's kind of like republican and democrat.

When you actually survey people, we're all more like than not right? Except for some crazy ass people that we won't name, we don't want to give them more air time. But there's so much overlap between vegan and Paleo or vegan and Keto and Jason and I just love that you were like no, I'm for plant based and that can have a different definition than just vegans.

[0:10:38.6] JW: Exactly. I'm glad you bring that up because I've been on some paleo podcast and I've actually — debate isn't even the right word, it's more like share the stage at conferences with people who are doing Paleo or primal diets. When we realize that the basis of what we espouse which is eating local, eating organic, having super nutrient dense food, treating your food and your body with respect.

There's way more we have in common than me saying, "Oh you have to be vegan all the time no matter what." Or, "You have to eat meat all the time." Whatever it is, I want to encourage joyful consciences experimentation. The whole reason that I teach what I teach and write the book, I think buy and large humanity, especially people in the US can really benefit from just eating more fresh food, fresh fruits and vegetables, locally grown foods. I mean listen, people just need to be eating fresher. That's why I teach what I teach.

[0:11:33.7] AS: Yeah, what made you want to write a book because a book is, it seems sexy and fun but then you have to be on all this podcasts and you got to promote it.

[0:11:43.1] JW: Yeah you're twisting my arm right now.

[0:11:45.3] AS: Well no, but it's one thing, I think all of us who do our own thing right? We get in to it because Juliet and I were talking like this, I want to help people, you want people to eat fresher and then you realize my god, I'm in the business of publicity or Juliet's like, as a gym, I'm in the business of facilities. I'm in the business of technology. Not coaching. What made you like, "Okay, I got to get this book out," and the impetus behind it?

[0:12:11.0] JW: I love this question. It was a myriad number of motivations. Number one, I had been sitting on so many of these recipes for so many years and it never released them, it was like, a musician sitting in all these tracks that you're in love with and you get to a point where you've refined them and they're so good and you haven't put them in print yet, that was number one. I just felt like as an artist, I had to get these recipes and this artistry out there and finally photograph them how I wanted them to be photographed and this vision I had in my mind had to be put out into the world.

Number two, I felt like all the research I had been doing, looking at all the research documents I had looked online and these new studies and meeting with different doctors and having these discussions, I wanted to also put that lifestyle information in there too. Not just the recipes but all the wellness tips. Be it about the health benefits of meditation, daily fitness, detoxification, having a positive mindset. It's so much more than just about the food.

But lastly, this is a little more esoteric, I guess about success consciousness, it scared the hell out of me the thought of doing a cookbook. Scared the hell out of me and it scared me because there's a level of permanence now. It's like, this book, yeah we could do some updated editions but this book is done, it's in print, it's going all over the world now and the idea of that level of permanence was really frightening for me. It's like it's done now, I can't change it, the book is the book and for some reason as an artist, that really freaked me out. The definitiveness of that.

[0:13:47.1] AS: It's like a stake in the ground, especially because it's more than just food because your YouTube stuff — I mean it's hysterical, you do talk about gardening and I think there's so many meditative benefits of gardening and all that stuff, but you're kind of saying, "Here's my POV, my point of view."

[0:14:01.4] JW: Yeah.

[0:14:01.8] AS: And it might change an artist but I love that, the esoteric, I'm all about that.

[0:14:05.9] JB: Is that what freaked you out about it is that this is your point of view and what if you were to change your point of view? Was it that or was it something else?

[0:14:16.3] JW: For me when I sometimes put my creations in the world, not so much digitally, I don't have that same sense of hesitation or fear with digital products for some reason. Like YouTube videos or social media posts or online courses because they're so easy to change and alter. For some reason, I think maybe it's because I've always, even since I was a child, wanted to be an author, it was this lifelong dream of mine.

And something about the grandiosity of spending two and a half years working on a book and putting that much blood and sweat and love into something. I wanted it to be so perfect the dark side of my perfectionism came out where I was pushing myself to have this book be the ultimate fruition of the vision I had in my mind. When you can see something so clearly and you know what it wants to look like and feel like and read like.

I got kind of psychotically obsessed when I was writing this book. It consumed so much of my life force and I think part of the fear was not necessarily the point of view, it was that I just got so obsessed with having this vision be perfect. In a way, it became so much greater than the vision I was attached to. That by letting go of my control and letting go of my perfectionism was actually the way to have it come and be this beautiful piece of art that it is now but I had to let go of that.

[0:15:36.5] JB: Yeah.

[0:15:37.5] AS: We talk so much about, on our podcast and I believe this whole heartedly, that resilience is such a great metric of health. Part of why you eat so well is so that your body's more resilient, so that you can handle emotional stuff. But that letting go is not really letting go as much as just tolerating kind of what, call them divine downloads, call it intuition or insights but like, "Oh, which way am I being taken today?"

It involves so much trust and I think that's important because the picture from also for our listeners, I think many people think, "Well once I lose weight or once I don't have a diagnosis or once I'm off meds, or whatever, it's this finish line that life just kind of, it's easier or whatnot." But to your point, yeah, you have the physical resilience for this stuff but like you did this because you were so afraid.

And then the process was wrought with fear and I just think it's important for people to realize like health, I always say as a spiral staircase, you never arrive and your emotional health was really — it sounds like getting an upgrade. I bet you have a lot more tolerance for the shit scared out of you now.

[0:16:41.3] JW: I do and it's also kind of this — the spiral staircase is such a great visual because there is no endgame here. I think it's so important in terms of people's happiness and emotional wellness that we don't create these absolute markers that are externalized right? Like, "Oh, as soon as I lose," like you said, "30 pounds, then I'll be happy. As soon as I manifest the partner of my dreams, then I'll be happy. As soon as I'm the perfect vegan or paleo or whatever."

People create these scenarios where they prevent themselves from joy until they attain these externalized material things. I think it's almost like endemic to our culture where it's like, everything's externalized and no one's happy, everyone's — can I say the F bomb on the air, are we allowed?

[0:17:29.9] JB: I think I opened with it.

[0:17:30.5] AS: Warning.

[0:17:32.2] JW: Yeah, listen it's like, I'm going to take a page from Louie CK it's like, we are blessed with unbelievable technology, super foods and health resources from all over the world from ancient cultures. It's unbelievable what we've created as humans and everyone's fucking miserable. Everyone's fucking miserable because they're externalizing their joy and their happiness and their self-worth, no one's taking the time to do the work to love themselves first and it's an epidemic.

[0:18:03.4] JB: I love that you say that it's an epidemic because it truly is.

[0:18:06.2] JW: It is an epidemic, it's a mental psychological epidemic and I just want people to have more fun, like it's so serious the topic of health is so serious all the time. It's a drag.

[0:18:17.2] JB: That's what I love about Jason and why I've been following him for so long is because you make food fun. Your YouTube channels, your recipes, it's like it's entertainment and food should be something that's joyful and fun and it's so important that you are having a loving relationship with how you're nourishing yourself on so many levels.

[0:18:42.3] AS: What's interesting is, as he was talking, I was thinking, whenever I start with clients, whether in Truce With Food or privately, we're always tuning inward. I'm like, "We're trying to get you more intuitive." Intuitive being physical intuition, blood sugar and digestion, emotional intuition, what belief/stories are holding you back. Soul level, what gives you meaning?

I think because our culture to the epidemic of looking outward, it even feels to like pay attention to see how something makes you feel and connect that to your own body, that's just not something, we're just not conditioned to do, it's always looking outward. Outward, outward. The next thing, America's very future oriented which can be helpful, it has its place. Yeah, I'm just thinking of the trickle down effect of that externalization is really consequential.

[0:19:30.7] JW: Oh absolutely. I think aside from food, it's almost like if we look at who we deify as celebrities in our culture, the people that are getting the most play on social media or people on Instagram that all this millions of followers and they're like, "Who is this person?"

[0:19:45.9] AS: It's Kim Kardashian's butt right?

[0:19:47.9] JW: It's Kim Kardashian's...

[0:19:49.2] AS: It's not a person, it's a butt — no I'm kidding.

[0:19:53.1] JW: A shrine to someone's buttocks, that's someone's butt. Listen, I'm the first guy who is going to admit, I love a great butt, but to deify someone for a piece of their body, again, it's like this externalization where the people we celebrate in our culture, the people that get the most media play are not necessarily always the ones that are doing the deep, sometimes and often, painful inner work of looking at the dark aspects of their personality or their psychology.

Healing that so they can shine the light on others. I mean yeah, we do have those people in our culture but again, I think it's like, if people just take the time to ask themselves, "What truly makes me happy? Is it the fancy cars and the butt implants and the six pack and eating this super psychotically clean diet where I'm in my head all the time?" And I mean, does any of this stuff matter? Really?

I'm encouraging people to just take a look at when you're in those moments of pure joy, blissful moments in your life, what were those moments? Were they in the gym like staring at yourself? Were they when you go the Bugatti or whatever? Or was it those moments when you had that level of you can't even explain why you're joyful.

You're with people you love, you're with your family, with your loved ones, you're with your pets. You're in these moments that are like of exalted joy and connection that have nothing to do with your material circumstances, it's the people you're with. It's letting go of all that stuff in our heads that we think are going to make us happy that have nothing to do with joy, you know?

[0:21:30.3] AS: When I think too, like how we define joy. I mean there are those moments that I think are exalted like you said but I know for me, joy often isn't even about happiness, it's this deep contentment of, "No, I'm in alignment." My husband's a writer and kind of dark. I mean, not dark but he had crazy childhood which a lot of writers do.

I remember when we first met I was like, “I just wanna be happy.” And he’s like, “Why is happiness the goal?” And I’m like, “You’re so pessimistic,” and now I get it. I get what he means, the times that I am the most joyful in contentment are often things that have been very challenging for me to achieve.

I know sometimes coming off client calls. I’m just so excited how a client is seeing themselves differently, or like they’re doing the grit. They’re sticking with the hard things and that is often what brings me the most joy. I bet writing this book, right? It has its highs and lows but it’s like, “Oh my god, two and a half years,” and a book is so much work. So much work.

[0:22:28.5] JB: It can be so simple too, things that you gain joy from. My cat gives me so much joy, it’s like, I can’t even explain. It’s like this feeling, this guttural feeling when I pet my cat and give her kisses, I love her so much.

[0:22:46.9] JW: Me too, met too. Cat guy.

[0:22:50.5] AS: I think what’s interesting if we’re talking about external versus internal. We’re even referred to as consumers now, not citizens and consumers consume, right? It’s such an external process versus all the things that we’ve described that bring us joy are actually making things or petting or connection. Things that are intangible, I would say.

[0:23:10.8] JB: I like how you said “petting”.

[0:23:16.5] AS: You know, writing a book or yes, there’s the pictures and all that but it’s a creative process, right? Petting a cat is a connection process, right? It doesn’t mean that again, you do need — I’m like more trust fund, well I want to be trust fund hippie, I don’t have a trust fund but I’m not someone who is going to like, wear patchouli and live in the woods.

I cannot do — I don’t do well outdoors for long periods of time, I’m more of a city person. But there’s a tipping point where we’re looking for things in the external I think that are an inside job. So I want to talk about some of this recipes, ‘cause I have a lot of questions for you Jason.

[0:23:55.1] JW: Okay.

[0:23:55.5] **AS:** Are you cool if we move over to them?

[0:23:58.0] **JW:** Yeah, I'm just going to relocate really quick.

[0:24:02.0] **AS:** Where are you going?

[0:24:03.7] **JW:** I'm going out here because there's plug and my laptop will die and I don't want it to die.

[0:24:09.6] **AS:** No, we don't want either. Especially when we're talking about how much energy you have — no I'm kidding.

[0:24:15.9] **JW:** Oh boy, and there's three cats waiting for me. Speaking of cats...

[0:24:19.0] **JB:** You have three cats?

[0:24:19.7] **JW:** I have three kitties now. I am a cat father of three children.

[0:24:22.7] **JB:** Nice.

[0:24:24.3] **AS:** Do they eat vegan?

[0:24:26.0] **JW:** They do not because, getting off topic for a second about cat recipes.

[0:24:31.8] **JB:** I was going to ask you about that. I want to know if my cat is eating the right — she's a very picky eater my cat.

[0:24:38.0] **JW:** Yeah, with my cats, they are not vegan because I consulted actually with probably three or four veterinarians about this subject, actually vegan veterinarians and they said, physiologically, that cats are obligate carnivores.

[0:24:53.8] **JB:** That's what I've always heard.

[0:24:54.0] JW: And the trick with that is dogs can do really well on a vegan diet but cats are, they're murderers, they're killers. They are. They're murderers.

[0:25:07.0] JB: She tried to kill me the other day when I tried to put her in the sink and bathe her.

[0:25:12.6] JW: I mean there are times when I'm like, "Oh so sweet. You'd kill me in my sleep, wouldn't you?" So with cats I'm, as their guardian and protector, I'm doing what needs to be done so they can live a long, healthy life you know? So I feed them this organic, amazing concoction of all this super herbs for their health and their urinary health. It's like organic free range chicken, brown rice, a little bit of veggies but you know, they're doing well on it like two years in.

[0:25:41.1] JB: You're making that for them?

[0:25:42.4] JW: No actually, it's going to be really funny to admit. There is a place here in LA called the Petstaurant.

[0:25:50.7] JB: Of course there is.

[0:25:55.6] AS: Of course there is. The delicacy of you west coast people, we'll just glaze over that as our east coast grit — well you've still got it from Detroit. I hope it doesn't...

[0:26:05.2] JW: Yeah, the Petstaurant and they make this amazing holistic formula for them. The dog that I used to have, they made a vegan formula for him. It's super high vibe, amazing, super clean ingredients. If I'm going to feed them animal products, I'm going to feed them the absolute highest quality I can.

[0:26:24.5] JB: Ali, you know we're getting a cat café here in Philly, did you hear about that?

[0:26:27.2] AS: What? I thought casts were like illusive and independent?

[0:26:31.2] JB: So I guess there's a bunch of different cat cafés all over the world and it's like an adoption center and a coffee shop so you can adopt a cat and pet a cat and hang out with cats and then hang out and drink your coffee and chill.

[0:26:46.3] AS: Oh my god.

[0:26:46.4] JB: We're getting that in Philly.

[0:26:48.6] AS: That's super cool. I'm all for adoption and rescue. Efficient, like green types of businesses. We don't need to produce more.

[0:26:57.4] JB: Anyways, we're not talking about cats on this podcast.

[0:27:01.2] AS: Well before, I just had a question though Jason as I see all your tattoos. This is like an honest question, you're like — 'cause I have a tattoo myself but I've read that the dye is really toxic. So I'm curious about you've got all this tattoos. Is that part of why you eat so clean so then you can tolerate...

[0:27:17.4] JW: Get more tattoos? "The real reason I'm vegan is it's better for tattoo health." It's definitely something that when I was singing in a garage in punk rock band. When I got all this back in the day, I wasn't really thinking about, it was just you know, "I want to get tattoos." It's interesting because I started getting some of them lasered off.

There's two that I'm getting lasered off and you definitely do have to detox from some of the metals in the ink itself. Whenever I go in for a laser treatment, I make sure I do a sauna session and I do a detox protocol where I try and chelate out all the metals in the tattoo ink. Technically yes, they are toxic.

[0:28:00.8] AS: How do you chelate? Do you buy chelate, magnesium chelate and magnesium or what do you do to...

[0:28:09.3] JW: I usually just go the rout of like a lot of chlorella and chelate that way and flush out but the infra-red sauna which you see behind me is an amazing way to chelate from heavy metals and toxins.

[0:28:20.3] AS: Yeah. I'm curious, what made you invest — like how much are one of those and what made you finally invest in one of those? What research or sense of things tipped you over? Because that's like a significant investment I'm assuming.

[0:28:33.2] JW: It is, yeah. Except this one was given to me.

[0:28:36.1] JB: Nice.

[0:28:37.0] AS: To like promote on the YouTube channel or?

[0:28:39.5] JW: Indeed, indeed.

[0:28:39.9] AS: Oh my god. Brilliant

[0:28:42.9] JW: I've been friends with the owners of clear light saunas for years and years. I met them through doing David Wolfe's Longevity Now conference six, seven years ago. I'm in the position now where I'm doing really good on social media and having some good influence. So they hooked me up with a sauna and I feature it now in some YouTube videos and starting to talk about all the detox benefits of doing a far infra-red sauna versus like a wet sauna or Swedish sauna.

So I'll give you an example just really quickly, I talk about this in the book in the Eat for Detoxification chapter. My cousin Steve works for Ford motor company, he went over to China for a year to work there and you can imagine like in Beijing, you probably seen pictures of the air pollution? It's horrifying.

He was wearing a mask, he would walk to work. He came back after his stint in China and he used one of this infra-red saunas and for a few weeks when he was doing his sessions, black sweat was coming out of his pores.

[0:29:40.9] JB: Wow.

[0:29:42.4] JW: Black sweat, pouring out of his body, that's the level of pollution there. So that's an extreme example but look, if we live in a major metro city like Pittsburg, Philly, LA, there's air pollution, there's environmental pollution and something like infra-red sauna is just great for detoxing all that crap out of our skin, it's actually one of the most efficient ways to do it. Whether you're in Beijing or wherever you are, it's just a good thing to do.

[0:30:08.7] JB: What's your protocol for how long you like to be in there, for daily detoxification, weekly?

[0:30:16.4] JW: Yeah, I like to go in daily, 30 minutes a day. Anything beyond 30 minutes a day, you're starting to kind of dehydrate the body too much. You're not seeing as much benefit past the 30 minute mark but it gets really hot. Right at about the 30 minute mark, the thing will get up to about 140 degrees fahrenheit, which is pretty beastly hot. Doing it daily is a very healthy thing.

[0:30:38.3] AS: Yeah, for people in Philly, a lot of our listeners are in Philly. Ivy Yama Spa has an infra-red sauna that you can pay — I forget how it's set up, but there is one in Philly if people aren't going to get one in their place. Yeah, okay. I didn't realize that you got most of your tattoos before the purity. But we often talk about too, to have resilience, you need the grit, you need a little bit of, you know, you can't be too pure.

[0:31:06.9] JB: Yeah.

[0:31:07.0] JW: It's all about balance.

[0:31:09.6] JB: Do you think there's something to be said about that Jason, bout being too pure, you talked about people. I mean obviously you can have an unhealthy relationship with food if you're just so fixated on eating the cleanest possible foods and you're always in your head and you're not enjoying things. So what is your take on purity versus having a little bit of fun here and there with food and that balance?

[0:31:30.9] JW: I think balance is key. It's important for each one of us to determine what that magic rubrics cube formula is in our lives. For me, there are definitely things that I'll indulge in that probably some of my hardcore raw foodist friends would be like, "Oh my god, I can't believe that." But I'm not really so much friends with those people anymore because I'm just not a fan of anyone who is a zealot.

[0:31:58.8] AS: OH, Me Neither.

[0:31:59.9] JW: It doesn't — even as a child, just my entire life, I've never responded well whether it was from a religious perspective or a spiritual perspective or a food perspective or people that were too fanatic about a sports team. It was like, "Chill okay? I admire your passion but leave room for people to have their own journey."

So for me, it's funny, people like, "What do you do when you have cheat days bro?" It's like, "I don't have cheat days," because say if I go three minutes from my place, there's a gluten free bakery called baby cakes. They've got one in New York city, they got one here in LA.

[0:32:37.0] AS: This is good.

[0:32:38.6] JW: If I go to baby cakes, is it the cleanest thing in the world? Hell no. I'm going to indulge my ass off when I eat that cupcake. I'm not going to be like, "Oh I shouldn't be eating this cupcake," and shame myself while I'm eating the cupcake because then I'm not enjoying the cupcake.

The whole point of going and choosing to eat the cupcake is because I want to enjoy that experience. So I think taking the guilt or taking the mental constructs away from these "cheat days", I hate that terminology. Just honor it, like own it.

If you're going to have the coffee cake, own it, if you're going to have the donut, own it. Don't eat it all the freaking time but if you're going to indulge and you're going to go out for a drink or whatever it is. Own it. Own the moment.

[0:33:23.5] JB: Yeah, as a trainer, my clients will often ask me that like, “When is your cheat day?” I’m like, “Every day is my cheat day.” I mean that in that I don’t have a certain, “I’m not allowed to have this, I can only have this on a Friday,” or whatever. I feel like having half a bar of dark chocolate so be it.

[0:33:44.6] JW: Or a full bar.

[0:33:44.9] JB: Or a full bar, who gives a shit. You know? Like, who cares?

[0:33:49.0] AS: I think, somewhat — I don’t know about you Jason but Juliet and I both struggle with food to getting to that place if you have struggled with food. The challenge is, when we say purity, people think of deprivation. That’s what I love about your book is these recipes I’m looking at, like oh my god, I want to talk about them.

Because if people can see that purity means Kinoa falafel and peanut butter ice cream that’s made with coconut milk. I mean all of a sudden, an interesting study came out recently that people, when they assume a food was healthy, they mentally felt less satisfied. It was all a mental game. The minute you label something healthy, they feel more deprived.

The key they said to getting around that was focus on things being nutritious. Because nutritious gives this sense of like, “Well I’m going to be full.” I think we need to emphasize that purity, means feeling full and really enjoying your food. I got to tell you, I am so excited to try the avocado tahini sauce. I get all my clients on avocados, one woman was just at Costco. Like Juliet said, you got her to go to, and just about all this avocados right?

This avocado Tahini sauce is “pure” but if you don’t understand what purity means and you think you have to be deprived. You’re going to be like, “That’s — it has tahini and avocado? That’s so fattening.” Sorry, I just went on a little rant but I just wanted to — for the people who are like, “I don’t want to shame myself,” I just wanted to kind of give some context.

[0:35:23.4] JB: Yeah, Jason, I’m curious on your thoughts on this about even like healthy eaters out there shaming themselves with healthy food. Looking at a food like that and being like, “Oh

my god, that's all fat." Regardless of its purity, they're looking at like the macro nutrients of it all and then that's really high in sugars even if it's natural sugars. What are your thoughts on that?

[0:35:47.8] JW: I think that people have a tendency to kind of create scape goats. It's like, we hear about fat being the enemy then we hear about salt being the enemy, then we hear about sugar being the enemy, then we hear about carbohydrates being the enemy. Every year or two, the health community picks a new scape goat to throw on the pyre and burn, right?

To me, I think there's a danger in all of this mentality, especially with people in the industry or healthy eaters, picking something and making it evil. It's ignoring the fact that there is a qualitative difference between the fat in an avocado and the fat in a glazed donut. There's a qualitative difference between the carbs you're going to get in Kellogg's corn flakes and the carbs you're going to get from a gluten free puffed quinoa cereal.

There's a qualitative difference that people are ignoring instead of going, "Well fat's evil, you shouldn't eat fat, have a low fat diet." When we look at the importance of nourishing our brain health and that our brains are comprised mostly of fat and thrive on good, healthy fats, we see a lot of forms of dementia and other certain kind of brain maladies for people on consistently low fat diets.

[0:37:04.4] JB: Yeah, and children with so much hyperactivity and, you know?

[0:37:08.1] AS: Because it's so much connected to the gut, they're realizing how much of that brain health is the gut biome and blood sugar control.

[0:37:14.9] JW: Absolutely, the second brain. Yeah, totally.

[0:37:17.2] AS: There was a theory way back in the day that Alzheimer's was actually Type III Diabetes.

[0:37:23.3] JW: I never heard that. Interesting.

[0:37:26.6] JB: Yeah, actually Mark Hyman talks about that in his new book. He talks a lot about that, the new up research about the connection between sugar and too much sugar and a lack of full fat that is causing a lot of people to have dementia.

[0:37:44.4] AS: Yeah, well if you think about it, I mean the brain's a glucose hog. Well that's what I call it, right? It consumes a big part of our glucose and so if you're getting insulin resistance or plaque builds up and that's part of what dementia is. And again, to Jason's point about normalizing all this, I mean dementia and Alzheimer's, it's a cruel disease and I'm not saying all of it can be traced back to diet but it has increased dramatically from years ago.

[0:38:11.6] JB: Again, it's normal right?

[0:38:13.0] AS: That's what I'm saying.

[0:38:14.2] JB: You're talking about like cancer, diabetes, Alzheimer's, it's all normal, just what we go through.

[0:38:19.0] JW: Yeah, it's just what's going to happen when you get older.

[0:38:21.7] JB: But it's also normal in America right? Because it's not so normal.

[0:38:25.0] AS: Murica, I love saying that.

[0:38:27.2] JB: It's not as normal if we look at other countries, we have a whole...

[0:38:32.7] AS: Until we export our food there.

[0:38:34.1] JB: Well yeah, I mean it's happening in other places but there are a lot of other countries that aren't dealing with the same kinds of health epidemics that we are.

[0:38:42.2] AS: I want to go oddly specific Jason. In a lot of your recipes, you use mesquite powder, what is that? I want to try it. Did I even pronounce it right?

[0:38:51.5] JW: Mesquite. Mesquite is a pod, it looks like a legume. It grows on trees, it's native to the southwestern United States and other regions and you can grind up the pods, the seeds inside the pods into this kind of smoky yet sweet powder and it's good to add to — I mean, I add it to deserts and pancakes and things where I kind of want a smoky sweet undertone of flavor. Mesquite meal or ground mesquite is actually becoming easier to find.

[0:39:21.5] JB: A lot of raw chocolate I remember have mesquite in it.

[0:39:25.5] AS: I like saying it. When I pronounce it properly — mesquite.

[0:39:28.8] JB: Here's another one for you. Lecuma.

[0:39:31.8] JW: Oh yeah lecuma. Lecuma Therman, my favorite. Lecuma — so Peruvian sweetener, they use it down in Peru for generations now, usually in ice creams and deserts. Good source of vitamin C, has a nice sweetness to it. It's also a low glycemic sweetener too which makes it awesome and that shows up in raw chocolates, raw pies, things like that.

[0:39:52.9] AS: A really easy snack is like a table spoon of nut butter with a little lecuma powder. If you're lazy like I am.

[0:40:01.7] JW: You're talking to guy who hasn't eaten lunch yet and I'm like.

[0:40:05.5] JB: I had nut butter with just unsweetened dried cherries just mashed into it for my snack before the podcast.

[0:40:12.7] JW: Is that wrong that this is exciting me? I'm getting turned on by all the...

[0:40:18.8] AS: That's why you do what you do.

[0:40:21.7] JW: It is why I do what I do, yeah. Oh of the many reasons.

[0:40:23.7] AS: I should let you relish. I'm like moving on to other questions.

[0:40:28.2] JW: No, I'm just having a moment with thinking about the nut butter and my fridge right now. Go ahead, continue.

[0:40:33.0] AS: Another thing I wanted to ask about and because I mean, what I love is your book introduces me to so many new flavors. Like I didn't even know how to pronounce mesquite. I noticed the Michigan accent when you said something before, it is the A's, I forget what you just said but I should have written it down.

But some of the stuff, like the chocolate elixir, the Ayurvedic chocolate elixir. It has a lot of these foods that can be pricey, right? Like lecuma powder can be pricey, all the stuff that basically — is there anywhere that people can buy in smaller sizes other than like when you go to the health food section, I love that. It's like, what's the rest of the grocery store like, the disease food section? You know what I mean?

[0:41:16.2] JW: Bingo.

[0:41:17.6] AS: Yeah, it's interesting. Usually you can only buy Lecuma powder, even online or not, in like 16 ounces or 24 ounces. Are there any resources that you know where you can buy smaller amounts of some of these or is it even okay sometimes like in an elixir to leave out some of that stuff if you don't want to invest? Because I don't want people to not — the me would be like, "I don't know if I'm going to — I don't want to pay however much money. Can I just leave it out and then use what I do have?"

[0:41:45.1] JW: Yeah, 100%. My philosophy with recipes is they're just a template. It's kind of like an artist releasing a song and someone else covers the song and they make it their own. I feel like that's the same way with recipes. If people want to take my recipes and delete certain ingredients because they might be scared of them or too expensive or too super foodie or whatever it is or shift out ingredients and make substitutions, I love that.

I love when people email me and say, "Hey, I made an alternate version of your Ayurvedic elixir or your quinoa falafels or put my own spin on it." There's a company that offers smaller like two or four ounce versions of a lot of these Ayurvedic and Chinese super herbs. One of the companies is called Ojio and you can find them online, their parent company is Ultimate Super

Foods and you can often find smaller versions if people just want to sample these super food herbs. Another one I know that offers small packages is a company called Jing Herbs. They offer traditional Chinese medicinal herbs. Those are two great resources if people just want to get smaller sizes and start experimenting with those.

[0:42:48.6] JB: Yeah, I love Jing, my acupuncturist uses them a lot. They have really great stuff.

[0:42:52.6] JW: Yeah.

[0:42:53.8] AS: Can you spell that one again? 'Cause I'll put these in the show notes. Ojio?

[0:42:58.7] JW: It's Ojio.

[0:43:02.1] AS: Okay. I was not born with the pronunciation gene which makes spelling interesting. Thank you.

[0:43:09.1] JW: Yeah.

[0:43:09.4] AS: That's a really good tip because I think that just makes like — now I'm going to order some of those because there's so many recipes I want to try here but I was like, "I don't know where I'm going to find this or do I want to spend that much? So now, once you try it once then it's okay, I'm ready doing this.

[0:43:24.2] JW: Yeah, I try to put a good balance of really easy, kind of simple recipes in the book and also some higher level super food ones that for people that are a little more advanced or experimental, they can jump into those.

[0:43:35.5] AS: Oh yeah, no there's totally a range. I've mentioned the avocado tahini sauce with the quinoa falafels. I might just make the sauce to put over vegetables, that's what I tend to do. Carlos is my husband, he's like, "You just make sides and dressings," and I'm like, "Cause main dishes take so much effort," but I have a vitamix so dressings can just — they take three minutes and then we'll steam vegetables but he's like, "You didn't cook, you made sides and dressings."

[0:44:09.2] JW: Yeah, you know what, if we're honest about it as entrepreneurs, I'm just going to have a little sauna confessional right now. People always ask me, they're like, "Oh so, do you make food all the time in your book?" I'm like, "No. I used to when I had time," but I make a joke because as an entrepreneur running my own business. I do make the recipes sometimes but people assume I make them every single day. No.

If I'm honest about it, a great majority of my diet is blended foods now. Whether it's like chia porridge or smoothies or, like you were saying, really clean salad dressings, blended soups, because it's easy and you're packing so much nutrient density into small portion size. So I'm blending my stuff, the great majority of the time now just because it's quick and super nutrient dense.

[0:45:00.2] JB: My past three dinners have been green smoothie bowls and I just put a shit ton of broccoli and greens and a vegan protein powder and some flax milk and chia and just like blend it, put it in a bowl and then I put a heaping thing of almond butter on top of it, sprinkle some crunchy stuff and it's like heaven on earth. I could eat that every meal of my life.

[0:45:25.8] JW: I wish you could hear my stomach growling.

[0:45:30.0] AS: I know, if we're confessing, I had peanut butter and jelly on gluten free bread last night for dinner.

[0:45:37.5] JW: #entrepreneurdinner.

[0:45:39.1] JB: #entrepreneurdinner. I love it.

[0:45:41.9] AS: It was all organic but I did have a green smoothie too.

[0:45:44.9] JB: The thing is, that's what I craved though last night, it wasn't me settling it all, that's honestly when I thought, what do I want to eat right now, I wanted a green smoothie bowl and that's just what I wanted and maybe tonight I won't want them, maybe I will, I don't know, I just ask myself and figure it out.

[0:45:59.7] JW: That's a good strategy.

[0:46:01.2] AS: Yeah, I go through this weird phases. I sometimes think it's like when I — my grandma who was super into nutrition like moved to an "organic farm" the 1940's. She met a priest of all people who were like, "Hey, we can control our health," she just moved my grandfather and all my mom and her siblings.

But she used to always make us peanut butter and jelly on whole wheat, brown oven bread which I found out I'm gluten intolerant but the intentions were there. I sometimes find like when I just want to feel like comforted, I start craving peanut butter and jelly. Again, I do the raw organic, the organic jelly, low sugar. But it's like an emotional thing when I crave that.

[0:46:40.4] JB: I think part of your book Jason you talked about that right? It's like ways to have foods that are comforting to you or transitional foods, is that what you call them?

[0:46:49.6] JW: Yeah, absolutely. I code, I have recipe codes in my book for designating things in different genres. Let me look real quick so I don't screw up the categories. The recipe codes, I've got transitional foods which are things that people are used to. The burgers and the shakes and the ice cream I have in here.

[0:47:07.5] AS: Nachos.

[0:47:09.3] JW: Which is meeting — nachos, which is meeting people where they're at, it's just cleaner versions of what they're used to. Get them on board. Get you on the boat, show you how good it can taste, how clean it can be and then if you want to upgrade to even cleaner or more nutrient dense stuff, awesome.

Coding the recipes with soy free, gluten free, raw, oil free, nut free. Just to make it easy for people to leaf through and if they have sensitivities or allergies, they can use those particular recipes wherever they're at in their current diet.

[0:47:38.1] **JB:** Nice. And then you also in your book, which I really love. Your chapters are all — the first chapter is eat for better sex.

[0:47:46.6] **JW:** Yeah.

[0:47:47.9] **JB:** Good job on that.

[0:47:48.1] **JW:** I did that for a reason, I did that for a very specific reason.

[0:47:51.6] **AS:** Meeting the pain point?

[0:47:54.0] **JW:** It's the chapter everyone wants to talk about seemingly.

[0:48:56.2] **JB:** Of course.

[0:47:57.0] **JW:** I don't know if that's because people aren't having sex or they're not having good sex or they want to have more sex but it's just you know...

[0:48:03.2] **JB:** Well listen, we just had a sex therapist on our podcast. So that's definitely a topic of conversation. I think for a lot of people, maybe it's a topic of conversation in their head that they would like to talk about out loud. So it's good for us as health practitioners to kind of get that out there for people because I think with the epidemic we're talking about, people suffering from poor health and poor nutrition. The side effect of that is not having a good sex life.

[0:48:31.3] **JW:** Absolutely. Yeah, if you don't have energy and your digestion's horrible and you're not having bowel movements and you're sluggish. I mean all these things, the last thing you feel like doing is making love. I think beyond that, there are some pretty critical nutrient deficiencies that can contribute to having a low libido, I talk a lot about how magnesium is the number one mineral that most American adults are deficient in and magnesium is super critical not just for relaxing our nervous system for our heart health but blood flow in general.

[0:48:59.3] **JB:** Yeah.

[0:49:00.3] JW: If your blood's not flowing and people have all these heart issues and issues with their arteries, the blood is not going to the places it needs to go. B vitamins, people are really low in B vitamins. That regulates our hormone cascade, we go back to the healthy fats. Being so important for testosterone in our bodies.

So I think the fact that people are not educated from a nutritional perspective on what to add into their lifestyle. That's really, I guess the focus of the entire book is just basic nutrition education for trying to accomplish these physical and mental goals in people's life.

I lead off with better sex because that was an attention getter. Like you said, people want to talk about sex, they might not be willing to talk about it but it's on people's minds all the time.

[0:49:42.4] JB: Hey, if wanting good sex is what motivates you to eat healthier and that works, awesome. Good for you, you know?

[0:49:48.2] JW: Hey, whatever.

[0:49:48.6] JB: Whatever the pain point is right? Eat for good sleep, you have eat for weight loss which Ali and I, that's what we talk about mostly on this podcast is the relationship with your body and your relationship to food. You have eat for energy, eat for brain power, more muscle, there's so much good stuff in here.

[0:50:07.5] AS: Yeah. A couple of other things that I wanted to talk about that I think what I like too is to your point is, people need basic nutrition information or education and then it's also the how. I still will argue that most people don't know what they should be eating even though our audience is highly educated, they read a ton of things. When it comes to knowing where on the spectrum you are between.

I do a lot of metabolic typing for people, and not like the intricate version of metabolic typing but helping them know, "Am I more closer to vegan vegetarian or do I do better with more high fat diet, more animal protein?" Because that really helps people and the clients that I work with. But I think, to your point, you're showing people the how with the recipes because when the rubber

hits the road, you have to not feel like you're eating purely or deprived but actually starting to enjoy your food and then look for those changes.

I think telling people, so much of my master's degree work and the work is like, "What really motivates people?" I think we often think of that long term, living and aging well or losing weight but actually research shows that doesn't motivate us and we need to feel better on a day to day basis.

So if someone wants to have better sex or they're struggling with sleep, you're saying — I'm kind of talking in a circle but we normalize so many of these symptoms to say like, "No, this isn't how you are, this isn't how your body is but try this stuff, eat this stuff, enjoy it and see if hey, are you having better sex, are you sleeping better?" I think the how is so important and I appreciate that about your book, was the long way of saying that.

[0:51:43.4] JW: Thank you.

[0:51:43.4] JB: What motivates people to cook you think because even like you said, #entrepreneurdiet. We're already busy.

[0:51:49.6] AS: You know what to do intuitively, the rest of us.

[0:51:52.0] JB: Yeah, we're all really busy, you're blending your food, I'm blending my food. He broke out the cats everybody. Hi kitty. So many of my clients and Ali's too, it's the whole thing, "I don't have time, it sounds so stressful to cook for myself. I want to be healthier but it's a time thing and it's just one more thing to do right? To go home and have to make to cook." Even the whole prepping ahead of time just stresses people out. "You're telling me on a Sunday, that's what you want me to do." So do you have any advice?

[0:52:23.4] AS: Jason's telling me to go outside and have joy. I can't have joy if I have to be in the kitchen. No, I'm just kidding.

[0:52:30.7] JB: What advice do you have around that?

[0:52:32.3] JW: I think people have to have a strong enough answer to the question why. I personally feel like that's the anchor in all of this. Because okay, let's take weight loss because you guys are obviously specialist in this. Is it about the number or is it about how you feel at the end of the day, right?

Because to me I feel like any of these health goals that I'm talking about, it's not necessarily like, "I want to be having sex two times a day, that's my goal." Or, "I want to lose 30 pounds and that's my goal." That's just a representation of something. To me, it's always about what makes people feel good and I think if people learn to prioritize feeling good as the most important thing in their life, which is a stretch for a lot of people.

[0:53:22.3] JB: I don't think people even know what feeling good is, right? Do you find that? Then they're like, "Oh my god, I never knew what that was until now."

[0:53:30.1] AS: They think a lot of the issues are aging right? Like, "I'm just getting older that's why I'm tired," or, "I just love sweets that's why I have cravings."

[0:53:38.5] JW: Right. I think in my experience with people I know and the clients I've worked with, once they attach themselves to a big enough answer to the why and they start to see a little bit of results then they're willing to take time to have those healthy food hacks I call them.

Yeah. Sunday, people, "Oh my only free day is Sunday." Well look, get a meal plan together or get some recipes together and you need to carve out two hours on a Sunday to prep a big ass batch of super chilli or salad for the next five days. Because once you're in your work week and it's go time, you're not going to have time to think about making a giant pot of soup. So I think it's about people just prioritizing and having a really clear answer as to why they're doing it.

A big motivation for me that I find for some reason with men especially is like, "Look, do you want to be healthier?" "Well yeah, I want to be healthier." "Why do you want to be healthier?" "I don't know." "Well do you want to be around for a long time for your kids and your family? Do you want to be struggling with disease and have them watch you like wither away and die someday?" Once you get into the psychology, I feel like, one of the things we do as nutrition health educators is almost like being kind of part time psychologist.

What are the motives and what are the pain points as you mentioned that we can reach and somehow find a big enough motivator that's going to get people to carve out that time to do it? That's what I'm constantly trying to do, that's what I try to do in the book is how can I psychologically motivate people to keep doing this. It's an ongoing process.

[0:55:10.6] AS: It is and I think a big part of this and this is what I work on in my Truce With Food program, people have this idea, I was like flushing out the idea of what purity means right? People have this tremendous long list of should and shouldn't when it comes to healthy eating. A lot of the times people will say, "I don't want to cook, I don't have time."

But that's because they had 10 other should that they think they need to be doing when it comes to being healthy right? So then, the story about deprivation and that this is hard just gets built up. I think with cooking and making your own food, when you start to do that, so many of the other things that you think you should be doing — like to me, a lot of those fall by the wayside because you're getting the most leverage.

There are some should that everyone has to do but if your list of should is four, instead of 15. Then the 15 is so overwhelming, you're like, "Fuck this," right? It comes out as like, "I don't want to do that, I don't have time," but I think it's so important and that's part of why it's so important to know what exercise works for you, what foods work for you.

[0:56:16.0] JB: Because eventually you want the should to be I want to do this which is what you want to get to with healthy eating right? Like, "I want to cook for myself because quite frankly, my cooking is better than anywhere else than I'm going to eat." You can get to a point, you get hooked on it.

[0:56:35.1] AS: Totally but until you curate your should list of what actually applies to you and where to start and if people are all or nothing, then they're like, "Oh my god, I got to go out and buy all the super foods and all the recipes and get an infra-red sauna." It's like, "No, no, no. That's why there is chapters in the book. Slowly."

I'm not saying even about your book but I'm just saying in general. People, they built it up more than it needs to be built up per se because their should list is so long. I think cooking and learning a few key recipes and techniques like I can look at this book right? And I don't do well on a vegan diet. However, I know that I do well on plant based, I know there's tons of healthy fat recipes in here, dressings, there's tons of healthy vegetable recipes.

So I now know through years of experimentation where I can fit all of this recipes into my food diet. It's not like, or I know that like, "Okay, if I'm going to be eating the desserts here, it's at night." It's not that I shouldn't be eating dessert, it's like, "No, I need to wait till, for me, in the evening otherwise because my blood sugar's sensitive.

Kind of going off and on but I'm just saying. You get to a point when you experiment and know your shoulds and shouldn'ts. That no matter what's in front of you, you can make do with it. It becomes that you want to do it because all the buildup and the mental gymnastics and not knowing if it's going to work are out of the picture.

[0:57:52.6] JW: Well said.

[0:57:53.6] JB: Yeah, I'm just reading the back of your book, "Are you ready to rock mouthwatering meat free recipes like a boss?" Ali and I, we're just talking about the word boss and like being a boss in your life. I just love that you used that word too.

[0:58:09.5] AS: I love it. Yeah, that's the mindset I hope my clients build Jason, I help them going from trying to be good, of like following the herd and trying to look good versus what works for me? And really take on this really boss mindset which is liberating because you have so much agency but then it can also be, hence why we've all gone down rabbit holes, it can be overwhelming when you start to realize, "Woah, I'm in charge," right?

[0:58:33.2] JW: Yeah. I think that's frightening for a lot of people because honestly I feel like victim consciousness is such a prevalent thing of externally blaming. "Oh well it's because of my genes and it's because of my hormones and it's become" — I can go on and on but there's this thing of all these reasons people give why they can't do something. They don't even try. "Oh I can't do that," right? But when we take full responsibility for our lives, especially with what we

put in our bodies which is of our own volition, we're the ones picking up the fork, sticking it in the food, putting it in our mouths.

The personal responsibility, not just for our own health but for the impact of the purchase cycle of choosing foods. I mean I look at it as the whole thing. Not just the act of eating but where are my dollars? I'm voting with my dollars. Where is that going? It's a tremendous individual personal responsibility we have in life to know what we're supporting, what industries are we supporting, what farmers are we supporting?

Where is our money going, what is it feeding? When people start to realize the power they have as an individual to be the boss of their life, as you said, it can be daunting or it can be absolutely liberating. Like, "Oh yeah, I am in charge. Hell yeah." It can shift from terror into power very quickly and I love watching that process in people.

[0:59:56.1] AS: That's what I'm really passionate about is my own health story, it was not just, "Wow, I reversed my IBS, my depression, my acne, my allergies." It was more like, "Woah," the sense of agency that I realize. When you're 13 and a half cancer I can look and say no wonder, I had to trust the doctors, I didn't know what was going on.

Western medicine did save my life and actually I had Hodgkin's disease which chemo therapy was actually tested on that, it's one of the most defective cancers to do chemo therapy on. But I didn't realize at that time that I then gave all my power — and I mean, even though my family is a total, "Oh really? Who told you that?" We grew up learning all about the real information that was never shared in the media or what not.

Realizing that, "Wow, when I got sick not only did I get sick physically but I lost my sense of agency," and being an advocate, I really internalized that my body was defective and unpredictable. The body is unpredictable, it's still ultimately mystery but we do have so much control but that sense of agency, that's why I left my job, that's why I left the corporate world. I left everything that was safe.

It was through the active reclaiming my health and that's what I'm really passionate about and especially for my clients, the pain point is wait but when they start to understand. I really guide

them through building this mindset. They start to question, “Wow, I love that.” I guess, I’m not saying it so eloquently but it’s...

[1:01:21.4] JB: I mean it’s similar to your story Jason where you just when you were younger and you were like, all of a sudden just started questioning everything. Food is such a doorway into that. When you change your diet, you really are changing your whole perception of reality.

[1:01:38.0] AS: Yeah, because it’s connected to Jason’s point, to so much. It’s connected to GMO’s and Monsanto and the EPA being won by former Monsanto executives. Really quickly, you go up the chain and you’re like, “Holy shit, no one’s in charge of the wheel except greedy, powerful, profits basically.”

Yeah, oh my god, so many books that I’ve gone down the rabbit hole with where you’re just like. I think it’s equally, you don’t want to buy into the story that like there’s one big bad people, although some people do believe that this is all about population control. I don’t know. I don’t think life is — people are that organized or coordinated but I do think, you start to connect all these dots and you start to like, it’s terrifying right? It’s like, “Oh my god.”

[1:02:25.5] JW: It can be, yes.

[1:02:25.9] JB: Ali, are you going to ask Jason what he thinks happens after you die too?

[1:02:29.1] AS: No.

[1:02:31.3] JW: Actually, please do. I want you guys to funk it up. Please do.

[1:02:34.2] JB: Right before you came on, this is something Ali’s, I guess...

[1:02:37.3] AS: I’m really struggling with it right now.

[1:02:40.1] JB: She’s struggling with it. So she’s like, “All right Juliet, tell me...”

[1:02:41.6] AS: What happens after you die?

[1:02:42.8] JB: You should start asking everybody this instead of, you know, “What are you loving these days?” “Hey, what happens after we die?” That’s a better question to ask.

[1:02:50.8] AS: Well because I think it really — and my husband has been laughing at me Jason. So I grew up pretty much spiritual. My grandmother told me — I asked when we were four years old, what happens when you die and she told me about reincarnation and I don’t know. I had this very eclectic background but I feel like it really orients your meaning. I don’t know why, it’s not like I think if I’m bad I’m going to hell. I’m just going through this existential — what do you think happens when we die?

[1:03:17.5] JW: I honestly believe that we return to source energy. If you want to call it god or the universe or oneness. To me the terminology doesn’t really matter but I do believe that energy is neither created nor destroyed. I believe our souls, our spirits are energy embodied in this flesh suit, this human form. This isn’t permanent but I believe the energy, I believe the consciousness within us is eternal.

So I believe that we return to whatever this universal constant consciousness energy is and I honestly believe that we have a choice where we want to go as a conscious being that is one with this universal energy field. God, universe, at all. I believe we make a conscious choice, I believe that my soul made a conscious choice to be here. That I chose my parents, that I chose this body that I’m choosing this lifetime for whatever expansion and growth my soul needs to feed the collective over soul to feed the consciousness in the universe.

For as tough as life can be sometimes, what I do to remind myself of a higher perspective that I believe in is like, “Dude, you chose this. For whatever reasons that are not yet revealed to you or may have already been revealed, you chose to be here.” So I firmly believe that when our souls return to the oneness, we get to choose where we want to again, we make certain agreements with the universe and I can get way, way deep, this could be a totally separate podcast.

[1:04:50.3] AS: Oh, I want it to be!

[1:04:52.0] JW: In a general sense I believe that we do have a lot of oversight and choice with where we choose to embody and how we choose to embody.

[1:05:01.3] AS: Do you think we remain our identity? Because Juliet was like, “I don’t want to lose my sense of self,” which I agree with. Maybe it’s...

[1:05:08.6] JB: I think that’s the fear for people right? When it comes to death, most of the thing that I think people are afraid of is that like everything’s going to disappear, right? Everything you know of is going to disappear. But I agree with you Jason and that it’s like, there’s something even better than this. This is just one small piece of the pie, there is so much more that’s even better than this. We just don’t know what it is and we don’t need to know, we’re not meant to know.

[1:05:38.0] AS: But I also think that heaven often is on earth. I mean when you look at sunsets or you just — I don’t know, there is so much to me that’s so beautiful and amazing here too. I think the definition I’m settling on right now is like god is wonder. Just wonder.

The awe, the mystery but that still doesn’t answer to me necessarily if we go on. I want us to. I want to believe that, I’ve thought a lot about what Jason has said and I’ve read books on it and I know you quote Abraham Hicks in your book and...

[1:06:09.5] JW: Yeah.

[1:06:09.9] AS: So I want to know, I’m not going to be able to know and for a long time hopefully.

[1:06:16.3] JW: You will. I mean here’s the thing, I think there’s an innate knowing within us and I think that for whatever reasons, there’s some part of the agreement where there’s an amnesia built in. Once in my life, I had a hit of a past life. Once. It was so vivid and so visceral, it was a trip.

[1:06:36.8] JB: Interesting, was that your meditation or how did you get there?

[1:06:39.4] JW: I was friends with a healer who had some really powerful energetic abilities and I remember it was a totally unofficial session, we were just hanging out and he was running some energy on me and I had, and it's only happened once, I just had this totally vivid, visceral hit that I was a soldier in the roman empire and I was dying and I was looking up at him and he was my general. I remember coming out of it going like, "Oh my god, that was crazy." That's the only time in my life I've ever had like a past life flash but it was so potent that I was like, "Oh that's definitely, definitely a past life."

[1:07:22.1] AS: I believe we're in this age of invisible. We just discovered the gut biome like 30 years ago right? These bacteria have been there all along, we just discovered that our nervous system has a lymph systems I think is what we just discovered, right? We're like, "How do we not see it?" I think like, we're on the second wave of, "Oh wow, there's still sexism, there's still racism."

All this stuff, we just can't ignore anymore and I do wonder if one day we will be able to access — I mean a lot of people think energy medicine is the next frontier and I believe that too. A lot of stuff I think, often, it's not that we're maybe not meant to know, we're just looking in the wrong places.

[1:08:02.4] JW: Yeah, I would agree and I think to go back to your question, I think this fear of losing what we know when we "die" is so caught up in our ego, like in our identity in this lifetime. Because the concept of Jason Wrobel will die. You know what I mean? I trip on it sometimes and I'm like, "That's this funny role I'm playing here?"

[1:08:27.5] JB: That's not really who you are.

[1:08:29.0] JW: No it's not.

[1:08:31.0] JB: The age old question to do when you're meditating is like, "Who am I and who is speaking right now, who is asking?"

[1:08:40.0] JW: Totally. It's so healthy though to just really get in touch with that of yeah, the construct, the idea, the name of what I think I am will cease to be but what's behind that? What else is there? Because that's not all there is like you're saying.

[1:08:59.4] JB: It's really freeing actually. I think it's kind of — you know what? As a child, I struggled with it so much. All of my anxiety, I struggled a lot with obsessive compulsive disorder when I was young and panic attacks. A lot of it was stemmed from feeling unsafe and being so scared of death and was trying to control everything around me to keep myself safe and that nothing bad would happen. But as I've worked through a lot of that, now I'm at a place where it's like really kind of exciting.

[1:09:33.1] AS: Yeah, you have to. Part of why I keep asking is I know I have to embrace this and I've thought about it a ton of times. But it just feels really — I don't know if it's because my grandma died and she was the first one close to me or I actually have space in my life right now which I haven't had in forever.

There's a really funny comic I saw the other day on Facebook, it was like, three booths and it was like past life regression and it had all this people. It was like "Spiritual Fare." One booth was past life regression and I had all this people in line to do past life regression, and it was like "Psychic" and there were all this people in line for this psychic and then in the middle it was "Present Moment" and no one was there. They're like, "Hello? Hello?" I was like, "That's so true. That's so true."

[1:10:21.1] JW: It is though, right? If we're not ruminating on the past or freaking out about the future, how often are we here right now?

[1:10:30.3] AS: Yeah.

[1:10:31.8] JW: Who wants to be? Because it's like, it's so much easier to be like, "Oh god, I'm just lamenting over the past or I'm freaking out about the future," because that's what we're conditioned to do. To realize that it's as simple as it is. "Here we are, here we are again, yup, here it is, there it is again. Next moment, that's it, that's all." Everything else is illusion.

[1:10:54.8] JB: I think that getting back to your book and just when I think about when it comes to cooking. What a great opportunity for people to get present when you're cooking. To embrace cooking and because I think that thing for people that is if they don't want to be in the moment right? They want to get to their next thing.

So cooking is like, "Okay, I have to stop and do this?" And it's like, why not embrace that and make it pleasurable and be in the moment and feel the food, smell the food, taste the food. No better way I think of getting present.

[1:11:31.5] AS: Well if we are spiritual beings having a physical experience, I mean that's why we're here for those sensing and all of that good stuff. I think often that part of the allure of "junk food" are these nutrient bacon foods is they stimulate us in a way that take us out of the present moment.

We can focus on the stimulation rather than — like when Juliet, you were describing that cooking experience, I thought, "Wow, that feels like I can sink in to something. I can just be calm," and I think to Jason's point, we're not conditioned to be calm, it's to be everywhere but here. Kind of come full circle but guys, we're like at an hour and 15. We should probably wrap it up.

[1:12:15.5] JW: Wrap it.

[1:12:18.4] AS: We wanna have you back though. We're going to have — Juliet and I want to do a podcast on death and food. I don't know, there has to be...

[1:12:23.6] JB: What?

[1:12:14.4] AS: I dunno, it's death and food.

[1:12:25.6] JB: Sorry I didn't see putting those together when I think death.

[1:12:28.6] JW: I'm into it. I'm into it.

[1:12:30.4] AS: Yeah. Well it really makes you, it's something that I know I've thought about, wow, I wasted all those — I don't want to say they're wasted because they really transform my years of struggling with my weight. But wow, if you really think about how short life is, I feel sad that I really was held back all those years but you can use that sadness to make up for things now. I'm not a downer but I did want to ask you one more question. It seems like oddly, I don't even know how to make a bridge.

But you mentioned the lymphatic system in your book. Can you just mention, I feel like everyone, especially when this error is going to be spring time and people are going to be detoxing. No one is quite — I shouldn't say no one, but I feel like you address the lymphatic system which I was so excited to see because it's the most important detox system in your body but no one talks about it. Can you just — why did you put that in there?

[1:13:21.2] JW: Because I've had to do a significant lymph detox over the course of my life. I mentioned obviously the pollution being in LA, all that accumulation of environmental toxicity, showing up in our lymph system. I'm a big fan of dry skin brushing, lymphatic drain. Huge fan of combining that plus the infra-red sauna.

So if we're talking about an important detox regimen, you get a dry skin brush, right? It's just kind of like a giant wooden brush with the really spiny bristles and before you start sweating in the sauna, what I like to do is take a good five minutes and start doing circular motions and doing that dry skin brushing.

That stimulates the lymph system and then when you're in it for the sauna you do that 30 minute session, oh my god, it's so good for just flushing out your lymph glands. Another thing too, I don't know if you have practitioners there who do it, but there's actually practitioners here that will do lymphatic drainage, massage.

[1:14:16.6] JB: We have them here.

[1:12:18.6] JW: That's another super effective way and for me, I'm just a big fan of doing a seasonal detox regiment, four times a year. I like doing definitely have you on the green juicing,

super mineralized broths, which are great and doing a seven to 10 day detox, liquid regiment to go along with that and I found it very effective over the past few years.

[1:14:40.7] AS: Yeah, spring time is such a good time to lighten up on stuff. That's what's great about — I mean most of the recipes on your book are detox friendly which is super cool. So I am so excited to try the frozen yogurt, peanut butter. Like coconut milk and ice cubes, that's brilliant because I don't want...

[1:14:58.5] JW: I know. Yeah.

[1:15:00.8] AS: Get the book just for that receipt because you can have soft serve without having like a whole ice cream machine in your house.

[1:15:07.0] JW: Yeah, it's the simplest thing just to get ice cube trays and fill them with coconut milk and it's like, it's just the easiest way to make ice cream ever.

[1:15:13.2] AS: Yeah. Then you added the peanut butter and some couple other good things. So I'm excited.

[1:15:17.4] JB: I'm excited for the buffalo cauliflower.

[1:15:19.8] AS: That looks really good too.

[1:15:21.4] JB: You made that on the cooking channel I remember.

[1:15:23.4] JW: I did, that was one of my favorite, well not my favorite, but the people's favorite recipes.

[1:15:29.4] AS: Give the people what they want.

[1:15:30.3] JW: The people voted.

[1:15:32.6] **AS:** So Jason, thank you so much for your time, where can our audience find you on social media or in general?

[1:15:40.0] **JW:** I'm all over. Well you can find me in Los Angeles in the Korea town neighborhood if you really want to come find me.

[1:15:45.1] **AS:** In your sauna.

[1:15:46.9] **JW:** In my sauna, half naked, actually, fully naked. I'm half naked now during the interview. Posting a visual there. People can find me at Jasonwrobel.com. I am on Twitter and Instagram @jasonwrobel. I'm on Pinterest @jasonwrobel. YouTube channel is Jason Wrobel TV. The cooking channel series is still on. It's on Mondays at 8 AM Pacific, 5 AM eastern so most people just do the DVR, TiVo it.

[1:16:17.7] **AS:** I think I dated myself. TiVo.

[1:16:20.9] **JW:** No, I was about to say TiVo too.

[1:16:22.9] **AS:** I don't have cable, so I don't even know how to do that stuff. Find you online on YouTube, anytime you want it.

[1:16:30.6] **JB:** Wait, so you're still doing the cooking channel?

[1:16:32.8] **JW:** Well they're showing reruns.

[1:16:34.6] **JB:** Oh cool.

[1:16:35.3] **JW:** The reruns are still going strong of the series and if people want to order the book online, you can go to Amazon, Barnes and Noble, IndieBound or you can go to the landing page on my website which is just JasonWrobel.com/eaternity.

[1:16:53.0] **AS:** Awesome, wonderful. Thank you so much for your time Jason.

[1:16:57.0] **JW:** It was such a pleasure.

[1:16:59.1] **AS:** Thanks for going there with the death question.

[1:17:00.5] **JB:** How long have you lived in LA for?

[1:17:03.5] **JW:** I've been in LA almost 10 years now.

[1:17:05.0] **JB:** Nice. You were where before?

[1:17:07.9] **JW:** I was in the Bay Area before that and then I was in New York before that, I was living in Queens, then I was in Chicago before that and then Detroit. So I've been a city guy my whole life. Not Philly though, never done Philly. I've been visiting Philly but never lived in Philly.

[1:17:23.2] **AS:** You would love Philly, it's awesome.

[1:17:25.1] **JW:** I would?

[1:17:26.1] **AS:** Yeah.

[1:17:26.8] **JW:** Except for the four letter word that starts with an S and ends in a W.

[1:17:30.8] **JB:** What?

[1:17:32.4] **AS:** Snow?

[1:17:33.4] **JW:** Snow. Just say no to snow.

[1:17:37.0] **AS:** Philly has less snow than most places and it is really always sunny actually.

[1:17:40.8] **JW:** Really?

[1:17:41.6] **JB:** It is?

[1:17:42.6] **AS:** Yeah.

[1:17:44.0] **JB:** It's not, but okay.

[1:17:45.0] **AS:** No, look, as I just moved back to Pittsburg and I was like, "Oh it's kind of the same, same state. I have normalized how sunny Philadelphia was.

[1:17:55.8] **JB:** We just went to Miami and I was just like, "Oh my god, I love sun so much."

[1:17:59.7] **AS:** Wait, we can wrap this. Do you guys want me to still be recording right? I mean I'm still recording.

[1:18:03.1] **JB:** Oh no, you can stop.

[1:18:03.4] **JW:** Yearh.

[1:18:05.2] **AS:** I am.

[1:18:06.0] **JB:** I mean, we don't need to be like the Joe Rogan podcast and have like a three hour episode.

[1:18:12.6] **AS:** All right. We'll wrap this up, thanks for listening. We'll stay on, but thanks everybody for listening Juliet, any final words Juliet?

[1:18:21.4] **JB:** No, I love you Joe Rogan, I didn't mean that in a negative way.

[1:18:27.2] **AS:** We just don't have the quite the production to do a three hour podcast yet. Thanks every one, and remember we're always needing reviews on iTunes, thank you to everyone who has left them so far. Honest reviews for sure and then please if you could tell one or two people about Insatiable, we'd appreciate it. Again, Jason, thank you. I felt like I had insatiable questions today but I appreciate that you had the space to answer them all. Have a good one.

[1:18:51.7] **JW:** It was a pleasure, thanks.

[END OF INTERVIEW]

[1:18:54.4] **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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