

EPISODE 22

[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.

[INTERVIEW]

[0:00:52.9] JB: Hello, this is Episode 23 of the insatiable podcast and today on our show, we have our guest Joe Cross, very excited, I've been following Joe for many years and I'm a huge fan of his work and with his first documentary, *Fat Sick and Nearly Dead* which has been viewed by more than 25 million people worldwide.

He is a film maker, an author, he has three documentary films and he is also the author of the bestselling book, *The Reboot with Joe Juice Diet*. He is the founder of the world's largest juicing community, Rebootwithjoe.com and as Joe likes to say, he's just an average bloke trying to do his best.

So we are very excited to have Joe on the podcast and I know Ali and I, we were both at the premiere in Philadelphia, we were talking late 2010, early 2011 when you were screening *Fat, Sick, and Nearly Dead* here. Again, we've been following you for a few years so I'm very excited to have you on, welcome.

[0:01:50.9] JC: Thanks very much Juliet, thanks Ali. It's lovely to be on the show.

[0:01:54.0] AS: Yeah, Joe, my first question, I know you say that you're just an average guy trying to do your best but to try to take on the food industry and get people to change their food habits, is it from your own story or what makes you continue to want to help other people, because it's a big uphill battle?

[0:02:13.2] JC: Yeah, I guess I probably first of all wouldn't frame it that I'm trying to take on the food industry and I'd also say that I'm actually not trying to get anyone to do anything. I think that there's a big disconnect. If that's what you're trying to do then you're probably going to fail in those things.

I actually believe, the best way to change the world is to change yourself, and if people are interested in asking you how you did it, what you did, and there's some curiosity there and you're in a position to be able to share information that helped you along the way so that you can lead by example and you're helping people who want the information as opposed to people who don't want the information, then I think that's probably more where I would sit. So what's made me do this is the demand from the audience asking the questions. As soon as they stop asking the questions, I'll stop doing it.

[0:03:06.3] JB: Yeah, you bring up a great point because I was actually having conversation with my mother earlier and she was trying to motivate someone, and she said, "I just can't seem to motivate this person." And I said, "No, you're doing it all wrong, you won't be able to motivate them. The only thing that you can do is lead by example and they can be inspired by you and it's not your responsibility if they take it on or not."

[0:03:28.4] JC: Yeah. If somebody wants to be motivated and they're open to it then I'd probably say you could do it but just to motivate somebody who is not interested and just by being in their space and trying to gain their attention is going to turn you off to them. I'm a believer that people are sick and tired of being told what to do, whether it's their boyfriend, girlfriend, their mother, father, the kids, their boss, their significant other, the government.

People have friends, they're just tired of it, they just don't want to be told what to do. We got a lot of people in the world who love telling people what to do and a lot of people who don't like being told what to do. So that's a big disconnect. I think enough of the telling and more of the showing.

[0:04:17.9] JB: I love it.

[0:04:19.2] AS: Yeah, I should clarify, I didn't mean that you were taking on the food industry but I think the food industry has these massive budgets, they have departments, they have chemists researching scents that will make you want to eat more of their food and I think of you as more of an upstart saying, "Hey, here is another option."

[0:04:37.1] JC: Sure, I think the answer to that, if I think about it on those terms, I have a saying that you don't learn anything new, you just remember what you forgotten.

[0:04:47.2] AS: Oh I love that.

[0:04:49.3] JC: I think inherently, people know when they've eaten something, whether it makes them feel good in the longer term, not the short term. I mean we can all have a slice of pizza and feel good for 10 seconds. It's whether you feel good in the longer term.

So I think inherently we know as individuals what foods work for us and what doesn't. Having that honest conversation about putting maybe that 10 seconds of satisfaction aside for the greater good. That's something that we all know and so I'm not really fighting, put it this way, in my fight against that huge marketing dollars, I've actually got truth on my side. I think that the truth will set you free and it prevails.

So the reason they have the same marketing dollars is because they've got to keep pounding you with the message so that you keep going back for the satisfaction, because in a long run, they know that if you keep having it, you're not going to be well, you're not going to feel good, you're not going to have vitality.

So I think we've got a few things on our side Ali when it comes to that and I think that being optimistic about it, it's helpful. But don't get me wrong, I know that the indentation I'm having on the world is only a very, very small step in that fight. So I'm by no means under the illusion, we're making significant headway or at least I am.

[0:06:20.0] JB: That fight maybe be indentation of small but the profound effect I think you've had on those millions of people that watched Fat, Sick, and Nearly Dead has been incredible.

[0:06:29.6] AS: I know, I'm thinking 25 million and such a diverse media environment. It's not like you can go on the Today's show anymore and pitch your show and everyone...

[0:06:42.1] JC: It's the power of Netflix, I mean this is one of the greatest things that's happening in the world today. I've been giving a lot of interviews lately and I think one of the big things is that if you sort of said, "What could you change tomorrow?" I was asked a question the other night about if I was surgeon general of America, made surgeon general tomorrow, what would be the first thing you would change or implement or what would you do to help you in this fight?

I got to be honest, it was a very good question and I really didn't know, I hadn't given that any thought because I didn't think that was possible and it still probably isn't but at least I was asked a question. I thought, "What would I do?" In the end, I settled on creating a huge budget to give to film makers and podcast people like yourselves and storytellers to get the word out in all forms of media.

Because I actually believe that the media form of what we're doing now and what I do with my movies, what other people do with their books and their podcast and their blogs and their Instagram photos, and using this digital porch to inspire, to educate but above all, to entertain. That's the secret and that's what we need to keep doing. I believe that's how we're going to win because...

[0:08:04.9] JB: It's like moths to a flame with that. So if it was good quality information being pushed out.

[0:08:10.7] JC: Absolutely. You're going to find like 25 million people watch my movie, they watched it because they enjoyed it, they didn't watch because they love being told what to do.

[0:08:20.3] JB: Yeah, it's fascinating.

[0:08:22.2] AS: Well and even, my entire health coaching model is called Truce With Food, it's about ending this battle mentality and I think what you said Joe, one of my favorite phrases is a Chinese proverb that says truth and oil will always come to the surface.

I think even not thinking this is a battle but to your point, truth, people — truth resonates and if you can entertain and happen to remind people what is so common sense, I think that's what's so interesting in the media landscape, it's like common sense is the new radical in a way, which is to remind people that it really works.

In terms of your first movie, Fat, Sick and Nearly Dead, people who haven't seen it, tell us a little bit about your story and again, I still think being a documentary film maker, it's very entrepreneurial, it's very boot strapping, it's very — you get the most artistic freedom and there's a cost that is associated with that, what was the impetus for that?

[0:09:18.7] JC: Well I wasn't a film maker obviously when I started, I was just a bloke who was 330 pounds, loaded up on medication, debilitating autoimmune disease, been sick for eight long years, smoking, drinking, eating garbage, you name it, I was doing it and I was focusing on wealth not health.

I was really focused on my bank account and building businesses and everything else really didn't matter. So I had priorities completely out of whack, I was taking lots of medication every morning and every evening, sometimes during the day just to get by.

[0:09:56.0] JB: What was the autoimmune disease that you had, if you remind me?

[0:09:59.6] JC: Yeah, it's called chronic urticaria angioedema, this illness is a disease like chronic hives, your body's inflamed the whole time and with the hives comes an edema which is a swelling underneath the skin or underneath the dermis way down deep. That would mean you

would get — your face would be like the elephant man, sometimes you wouldn't be able to talk because your lips are so blown up.

It's a bit like when you have your scene with anaphylactic shock where the histamine's gone crazy. I would get that every day and it would be all over the body and it was related to pressure. So any physical touch, it was very — I mean you wouldn't wish this disease on your worst enemy, it's just a very difficult existence.

Simple things like carrying groceries, holding a baby, having a seatbelt on, doing a belt up, your own built. Everything had to be loose fitting. Lying down, you couldn't lie on a hard surface, couldn't sit on a hard surface, couldn't walk on sand. Just incredible things that you just couldn't do.

[0:11:00.5] JB: You were diagnosed with that at what age?

[0:11:03.1] JC: 32. So I had it till I was 40. Anyway then, when I turned 40, I had this sort of "aha moment" which was like, "You're an idiot. You thought you were smart but you're actually a fool. Your health's more important than anything, what are you doing going crazy? You've got high cholesterol, high blood pressure, you're pre diabetic, 330 pounds, you're a mess. You're probably one cheese burger away from a heart attack, so better do something about this."

I didn't really know what to do but I did know that 70% of all disease or so I was actually one of the first things I heard was that 70% of all disease is caused by lifestyle choices, and that's things that we do to ourselves.

[0:11:40.7] AS: have you heard that before? You had reached a tipping point where it resonated differently?

[0:11:46.0] JC: Obviously people be telling me. Look, nobody needs to be told that they're overweight, if you're one pound over weight, everyone knows it. Just because someone says you're fat or you got to lose weight or whatever, that doesn't mean anything, it falls on deaf ears, it's what we were saying earlier about the telling. You've got to get to a point internally where

you really want to make a change or you really want to do something and you've got to go looking for the solution.

[0:12:10.5] JB: You had just woke up one days and that was that?

[0:12:13.1] JC: My birthday, turning 40. Having a four in front of an age, jumping from three or four, that was it. I can't tell you why, but that was the main factor, it was my birthday. I was ready and willing and listen, I realized that I needed to take on some positive action given that I was smoking, given that I was eating crap and that I wasn't exercising because they're the big three.

Rather than trying to do everything at once, I slowly cut the smokes out and then I was like three months without smokes and I was still trying to work out what to do and I kind of realized that my diet was pretty much processed food and animal product and very little plant food. Now, the average American consumes about 60% of their calories from processed food, about a third from animal product and just 70% from fruits, vegetables, nuts, beans, seeds and whole grains, and 2% of that is French fries.

Really, it's 5% and of that 5%, that's where the micronutrients lie, that's where the phytochemicals, that's where the real power that our cells need, the vitamins, the minerals, the acids, all host of value. When you do the math on that guys, that's one in 20 calories for the average person, I was worse than average. I was probably one in 100 calories was getting some micronutrients. No wonder my body gave up, no wonder I broke down, giving my body what it needed. So I realized that I turned my back on Mother Nature and I really needed to go and reintroduce myself to her and knock on the door and basically see if she would have me back.

[0:14:02.7] AS: I love that.

[0:14:04.0] JC: Because I really deserted her.

[0:14:05.4] JB: "I'm so sorry."

[0:14:07.1] JC: I walked away and I didn't know she was going to heal me or not but she was very welcoming but she said to me, "Talk is cheap, you've got to put the hard yards in." Effectively what I did is I created this judge, jury, and executioner for my bad 20 years. From the age of 20 to 40. So I sentenced myself to two years of hard labor with fruits and vegetables. It was kind of like going to prison, fruits and veggie prison.

I said to myself that if I eat fruits, vegetables, nuts, beans, seasoned whole grains only for two years. At the end of the two years and I'm still sick, well then I fall into the 30% category of just I'm bad luck on my onus because I figured that I would know if I'm in the 70 or the 30 by letting mother nature do her work.

[0:14:51.9] JB: Were you enlisting any professional advice around this at the time? Nutritionist or doctor?

[0:14:57.2] JC: It was just common sense.

[0:14:58.8] JB: Got it. Not everybody has that common sense though, it's impressive.

[0:15:03.3] JC: I'm a logical guy so I'm a business person, I'm like, I'm used to solving problems, I'd focus on myself as the problem. It sort of just made sense that fruits and vegetables, I mean they were here before us. Our hand is perfectly designed to pick, forage, red peel. The reason we see in color, a third of our brain is highly devoted to sight.

Reason we see in color is because it was colorful, it was actually in color because of colored TV's. I mean, it's all about survival. I knew that I had turned my back on the stuff that was made by the planet and I was eating this stuff made by people in white coats and I've got to saying, "You eat a lot of food made by people in white coats, you end up seeing people in white coats." That's the reality, it's like the white coat brigade, it's like a circle of white coats.

[0:15:47.4] AS: Do they all know each other?

[0:15:48.9] JC: Yeah, exactly, the scientists and the doctors. So I needed to break that. I just said two years and I'll see what happens now. I decided to juice the first 60 days of that,

basically extract all water trapped in the plants and kind like an IV drip if you like, free basing mother nature, just take all of the micronutrients in a water form and just absorb as much as I could.

[0:16:17.6] JB: How did you hear about juicing as a thing? Were you in LA?

[0:16:23.6] JC: Oh no, no, no, you got to understand, I did this before it was cool.

[0:16:27.5] JB: Yeah, I know.

[0:16:29.3] AS: I think the hippies would argue that.

[0:16:35.0] JC: They were cool but before it became a trend I should say, in terms of where everyone ended up doing it. Before it was mainstream, I should say. It was always cool, you're right. In terms of juicing, I came at it from the fasting point of view and not from the juicing point of view.

I came at it from the idea that we evolved in this feast and famine mentality and there's just a feast on every corner. I am a big proponent and a believer in fasting. I think fasting is something that is part of our humanity, it's what we should all be doing. There's too many signs in nature that fasting is the thing to do. I mean look at your dog or cat or any animal that when it's sick, what happens? They don't eat.

Race horse trainers know that their horse is well because they eat up after a race. They go off their food, they know something's wrong. We have developed this system of storing energy on our body and our fat and our muscle for lean times.

Crocodiles, they're cold blooded, they don't do that, they don't have any fat on them and they have to eat and keep their food in a nest that's why you see a snake that has the rodent, this like huge bulge. Whereas humans, we have the ability to store energy and go for periods of time without food and it's quite natural and quite normal.

You two guys are a result of 10,000 genetic swaps by what's called homo sapiens. So you have 10,000 sets of grand parents in terms of the lifetime of homo sapiens. All of those magical genetic swaps created a magnificent you. Well 99.9% of your ancestors have gone through feast and famine, you're like the new kids on the block where there's a feast everywhere, none of your ancestors has experienced this.

All religions, major religions have fasting in them; Christianity, Hindu, Buddhism, Islam, they all have fasting. Fasting is something that we've forgotten to do. So I came at it from the fasting point of view that I was carrying 100 pounds, not fat but energy. I had stored up energy and I needed to use it. So I don't see fat people, I just see a lot of people going around a hell of a lot of energy and my question is what are you hanging onto it for? Is there a famine coming to New York or Philly that I don't know about?

Because there's no other reason to hang on to it other than you're going into hibernation. So if you are 400 pounds, versus someone who is super fit and lean and 160 and you both get trapped on a desert island in the south pacific and there's fresh water and shelter, I can tell you right now, the 400 pound person's probably going to last a year and a half, you the other person is probably going to last about 200 days, and they're not going to last.

They're fortunate, a 400 pound person in that incident because they bought breakfast lunch and dinner on their body, it's there to be self-digested. There's a lot of stigma attached with fat, it's a survival mechanism, it's harnessing of energy so that the body can proceed through famines. If we didn't have the ability to do this, none of us would be here. So I wanted to introduce my own nutritional famine. Because I don't think drinking water is the solution, I'm not saying it's not a great idea but it's not a solution to survive everyday and work and function.

[0:20:00.4] JB: Survive and thrive?

[0:20:02.7] AS: Function.

[0:20:03.2] JC: I think you can but I wanted to function, I wanted to be able to get on the road, move around, work and by having a micronutrients from the plants, I was super charging my journey. I decided to do two years and guess what? It was five months, I was let out of fruit and

vegetable jail, it was 60 days a juice and three months of eating plants, I was 100 pounds lighter and I was off all medication, I never looked back.

So I ended up being the person in the 70% category, I ended up being the guy who was doing it to myself yet taking all those medicines, going to all those doctor's appointments, looking for a solution elsewhere when I was actually the problem. That is 70% of the cases. Putting a camera on myself, I didn't know it was going to work, I just got lucky that a mate of mine decided to — he pushed me to film it and hence there I am and I filmed it and luckily for me it worked.

[0:21:03.3] AS: Well and I like that you explained why you thought just juicing for 60 days, it was in a way it was like balancing through extremes in a way, right? Now do you think — one of the things with juicing that I've recently learned from a friend of mine here has a juicing company and his ideas that you're actually just supposed to sip juice because of the high glycemic content even if it's just vegetables, the fiber's gone and all that stuff and I was like, "Oh, you're just supposed to sip that?"

Because I see people buying something like blueprint cleanse which if you look at it, they throw agave in there, some of their drinks have up to 54 grams of sugar in them which I know some of it is super healthy but if a lot of Americans, I forget the exact percentage, it's like 50 or 60 are pre diabetic.

[0:21:48.6] JC: No, 90 million.

[0:21:50.1] AS: 90 million? I don't know what that percentage is.

[0:21:52.9] JC: That's a third, a little bit under a third, about 26, 27%.

[0:21:57.0] AS: But then the other — what other percentage actually have diabetes?

[0:22:00.6] JC: The percentage of people who have diabetes, there's essentially 23 million Americans have diabetes which is about 7%, 8% and then it's another 90 million on top of that that are pre diabetic. So roughly, you could throw the basket and say close to one in three Americans is either diabetic or pre diabetic.

[0:22:23.1] AS: Yeah, so I'm curious what your juicing looks like now. Now that you're in a more homeostasis, how do you incorporate that now that you're at a much, much healthier point? Because I think a lot of people hear juicing and it's become trendy, to your point, and then they go and do these things where they're trying to fast for three to five days, really out of weight loss, often not because of health and then they rebound with — because their blood sugar has basically rebounded and then they're over eating and they think, "Oh it's because I'm weak," or whatever. There is some basic physiology trying to rebalance. I'd love to know how juicing...

[0:23:01.7] JC: I think the idea of sipping is a good idea. I mean I'm in favor of that. I think that we got to look at this in a holistic, in a big picture point of view. Let's talk about juicing in two environments. One where you're calling what I call rebooting where you're actually doing a nutritional famine and the other one is where you're just adding it to your normal daily life and you're just incorporating juice to your life.

So if we talk about the first one which is what I spend most of the time talking about so far, in that environment when you are not eating anything and you're just putting juice into your body, your body's a pretty credible machine or, it's not really a machine, organism in terms of filtering and using up that energy. Generally speaking, I have found that I tend to go more fruit based juices in the beginning of my day and then filter out to just vegetable juices with maybe a touch of lemon or pear towards the end of day. That seems to work very well for me when I'm on reboots.

Now, if I've got to go and shoot a scene, I've got to go and stand out in the sun for three hours, I've got to go and work hard, I'm going to have maybe a fresh grapefruit juice, which might have 45 grams of sugar in it but I'm working it off, I'm actually out there in the heat. I'm actually using up that energy and my body is metabolizing it, I'm not sitting at my computer or I'm not going to sleep watching a DVD or kicking back with my feet up watching Netflix sipping on grape fruit juice.

So I think it really does depend on what state of work your body is in to use up that energy at that moment in time. That's point one. Also, we're not talking about just taking sugar on its own,

like just sugar on it's own, I don't think we're comparing, pardon the pun, apples with Oreos. Because there's a whole lot of other value that comes with that as opposed to just the sugar.

Now if we go to the juicing normally with every day. I'm not a fan of juicing eight oranges, drinking orange juice, having white toast and having cereal. I don't see the benefit, I don't see the value in that. I see juicing to be worked in with blending and with eating plant food. There's only three way you used to get this micronutrients into your body, juicing blending and eating. I think everybody's different, everyone needs to work out what works for them to get the variety and the taste profiles that can work.

I'm not a big fan of eating celery but I love juicing celery. So I can get those nutrients from celery by making a juice and then putting some cucumber in, some lemons, some kale, throw in an apple and some ginger and I've got a drink that I really enjoy and I'm getting a lot of my celery value by a drink as opposed to sitting there chewing one inch or so it's going to be 65 chews and I'm bored out of my mind and stuck in my teeth and I don't like it. So I look at it as what can I put in?

Now for example, I would never juice strawberries. I mean they're too beautiful, why would you juice them? I just eat them, there're so delicious. It really depends on what it is that I'm talking about putting through my juicer. If I'm going to go into a workout and going on a long walk, nothing better for me than water melon and pineapple with ginger, it's a great hydrating drink to get my day started. So it really does the pain and I'm also a little bit worried about the big cross hairs that are out now in sugar. We did this with fat 30 years ago and look where that brought us.

There's a lot of anti-fruit people now and I think that's crazy being an anti-fruit because of sugar. I just think we got to be very careful. If you can cut out all the processed sugar in your diet, if you can take all the refined carbohydrate out of your diet, I'd like to see those studies on people who are living on just plant food and seeing what the sugar impact is of having a little bit too much fruit in the day and see if it's a similar impact to when you're having a box of Oreos.

[0:27:18.9] JB: The thing is, they're competing with each other, right? It's like somebody's having refined carbohydrates and other kinds of high glycemic foods and then they're throwing

in a juice from their local juice shop and now the blood sugar, all these things are competing with each other. So then you can say, “Oh, the juice is the culprit,” but are you just doing the juice or are you doing — did you have a cookie for breakfast?

[0:27:41.7] JC: I’m an example, I very rarely get sick. I haven’t got the most perfect diet, I’m not captain perfect over here by any stretch of the imagination, but I very rarely get sick. What’s incredible is I got the flu for the first time this year in nine years, I haven’t had it in nine years but I landed in Los Angeles to begin this tour and there was something going around and I dealt with lots of kids before so I don’t think it was the kids.

But it just hit me and I got the flu for the first time in nine years. Apart from being knocked over for sort of two or three days, I soldiered on. It didn’t stop me from working but under the weather for two or three days, I have maybe had four or five days in eight years, nine years where I haven’t felt well.

I’m not perfect but I put it down to the concentration of micronutrients and by upping my consumption of plant food, I put it down to the reason why I’m a lot healthier. I don’t think it’s — we’ve just got to be careful, I’m aware of it but I just don’t want to send people away from something that’s actually working for them simply because we mentioned the word sugar.

[0:28:55.6] AS: Yeah, let me clarify. I mean I think the big thing is that people have to read the ingredients because I don’t know if they know that agave is being added to their juices or that some of these juices are actually made from concentrate, not from fruit.

[0:29:11.2] JC: 100%, I mean the best juice in all honesty is when you go to the farmers market, you know the farmer, you pick it up, you take it home, you put a free rage juice on it and you drink it straight away. That’s pretty good and not many people who do that are doing anything wrong.

[0:29:29.0] AS: Yeah and it’s also, I mean again, I talk about this a lot on the podcast but I look at everything through metabolic typing and some people do much better with a high carbohydrate diet that comes majority from plant’s low fat where on the other end of the

spectrum. Some people burn through that very quickly and that's where, like for me, I love blending, my vita mix, it's amazing, it's like eight years old but I need to add...

[0:29:49.2] JC: It's the best thing.

[0:29:51.2] AS: Yeah, I need to add half an avocado to everything which is still plant based, it's a plant based fat. I love that you were talking about context. I think that's really important for people to realize is that — because I think America, who is the majority of our listeners, you live in a very extreme culture. It kind of sounds like if juicing a little bit is good, this must be fantastic and realizing that you have to figure out how it works for you and you can also pair it with really healthy meals at the same time. It doesn't have to be just...

[0:30:21.0] JB: Well you were saying, you eat it, you juice it, you blend it right? You figure out a way to get it in.

[0:30:25.9] JC: I think the biggest message is that the human body wants to be healthy, its natural state is to be healthy and in balance. If we get out of the way, we've got a lot better chance of that happening. Getting out of the way of that is not putting the garbage in. Now you can still put it in because garbage sometimes is fun and we don't want to...

[0:30:52.3] JB: Ali and I talk a lot about building resilience in your body and when you're saying, when you get a lot of micronutrients, when you have a healthy gut bacteria because of all the good food you've been eating and you've taken care of yourself and you have a state of wellness, you can get away with having on a Friday night some bad food and you're okay.

[0:31:14.1] AS: It's just like you having the flu once every nine years is probably really good for your immune system.

[0:31:20.7] JC: Oh yeah, I couldn't agree with you more but it's been unusual to cough I've got to tell you, I haven't coughed for nine years, it was a new experience.

[0:31:27.5] AS: That's one quick question I want to ask you is you were sick for 10 years or eight years. Then now, you have the complete opposite experience where it's odd to cough. Does that feel like another lifetime, another person?

[0:31:43.3] JC: Yeah, I think it does. I certainly remember my sick days because it has being tied to these medication, I couldn't go anywhere without it. It's been nine years now, I'm getting a little bit, it's starting to, the memory's fading a little bit but I certainly remember having to go for example I couldn't check luggage with the pills in, incase the bags were lost because when I got to my destination, I didn't have the pills, I'd be in a terrible state.

I used to worry that my throat would possibly react because — then I'd lose breathing and I'd need like a tracheotomy to breathe, I mean I used to have those sorts of fears, those don't go away. Now my challenge still is, is I go through waves of when I'm exercising and being in the zone and when I'm not. I certainly feel a lot better when I'm doing the movement than when I'm not and it's more about a routine for me.

So I go through stages in probably the last nine years where I've had better times than others in terms of how I feel but in terms of not being sick, I mean, it's night and day from how I was. But I still, as I said earlier, I'm average and normal and I still have the weeks and days where I'm not as optimum as I should be and then I have other times where I am. and I can run through brick walls and it's a great feeling.

[0:33:12.8] JB: Two questions for you. One is, has your diet evolved a lot since doing the 60 day juice fast and then you said you did how many months of just fruits and vegetables?

[0:33:25.1] JC: I was going to do 22 but I only needed to do three.

[0:33:27.6] JB: Three months of that. And so then after that, was there some experimentation involved with how you were eating, and then it's been quite a few years since all of that so has your diet shifted a lot since then and are you in a group?

[0:33:41.3] JC: So these days I have, I would say that I've eaten probably everything except I haven't drank any alcohol and I haven't had soda except for ginger ale and haven't smoked

cigarettes. They're probably the three things that I haven't done that I was before. So alcohol, smoking and soda except ginger ale is the exception.

I think that after I was five months off medication, I was very nervous that wow, what if I go back to having chicken and sick again. I didn't have any animal products except fish for four years. So I stayed pescetarian if you like for four years. So I didn't eat chicken, I didn't have turkey, I didn't have meat, it wasn't because I was like, "Oh I can't wait to sink my teeth into a burger," I actually instinctively didn't feel like it.

I was very — you do 60 days of juicing and you do 90 days of just eating fruit, vegetables and nuts and beans and seeds without any processing whatsoever, you're in a whole [inaudible] state. You are buzzing, you're alive, you're really alive and you have all these senses and you have all this intuition and all this information flowing into you. I was not interested in animal product except for fish and sea food I think is probably a broader category. That's all I was interested in and of course plants.

I didn't have bread for a long time, I didn't have pasta for a long time. There were things that I slowly over time brought in and then after about four years, I was in new Zealand and I was on a farm and the farmer said, he's got grass fed steak and I hadn't had it and I thought, "You know what? If ever I'm going to try," and for some reason, there wasn't like — I'm not a believer in these things, don't have that and these rules, I'm a big believer in not having that. I said, "I'll give it a crack. That was how I slowly introduced."

Now I don't look at food as being good or bad for me, this is a really big point that I talk about a lot with people. I think that talking about "food is good or bad" is a big problem for a lot of people because when you do that, you're putting all the foods you like in the bad category and then you're still going to eat them and then you got to feel guilty, that's going to make you eat more of them and feel terrible about yourself.

I prefer to talk about foods as fun foods and essential foods. So I'm very big on let's make sure we have fun foods, I'm all in favor of fun foods okay? But let's get our essential food on board. Every now and then, I do reboots. Like for example tomorrow I'm starting a reboot. I'll be doing a reboot tomorrow and I'll be going for at least 15 days of juicing and I might go longer, I haven't

gone longer than 19 days since nine years ago, eight years ago when I started this. I started the journey nine years ago but the juicing was eight years ago and I would say maybe I'll go longer than 19 but at the moment I'm just focused on a 15 day reboot.

[0:37:11.4] JB: How do you know it's time for you to do a reboot? What is that — what's the moment for you where you're like, "All right Joe, it's time, we need to do a reboot."?

[0:37:19.2] JC: I've just finished a pretty exhausting one month tour across America, location, where I'm going to be in New York City for two weeks to three weeks, so it's a no travel zone for me now which makes it easier to have the routine and balance of control of getting my produce, I've got my kitchen, I can clean up, I can make the juice, I could store it in the refrigerator, I have the creature comforts of an environment of less travel.

Then I go on the road again in Europe and Australia for the touring of my new movie, I've got a new book coming out in the summer. So I'll be on the road and so I know that if I don't get it in now then it won't happen until sort of July, August and then that's a fun time of the year to be out having a bit of fun and maybe a vacation and so it's almost like I need to find the windows in my schedule. It's not like I go, "Oh I've put on 20 pounds, I need a reboot," I don't think about that way.

I actually don't do it for weight loss, to me I do it very much for the mental clarity and the cleaning out and every February I get my blood started, I have done that every year since. I get all my blood test and that's the stuff, those panels, the cholesterol, the CRP inflammation and all those things, I focus more on those than the scales, that's what I focus on. I could chop my leg off tonight and lose 40 pounds, that's not going to be healthy. I'm much more about "can you do the things you want to do and do them with ease?" Right now my fitness is not where I want it to be. My fitness is not the level — I went high... Pardon?

[0:39:07.1] AS: Me too. Fitness...

[0:39:08.1] JC: Biking this time last year in Zion National Park and I did like five days and I nailed it. If I went now, I'd be bloody exhausted after day one, I probably will be put in a

stretcher. I'd like to use this time also when I'm rebooting to get the heart rate going and get more movement or exercise. It's always — I always say this, "We're all a working progress."

[0:39:33.5] JB: Yeah, I love how you talk about in the beginning, "I'm just your average bloke," and a question that I had for you and for Ali too and any health professional that we've had on or someone who has the persona of preaching health and wellness. Do you feel some pressure to obtain a certain image or a look to people because when people think about you, not knowing you, "This is Joe the Juicer," and so how do you feel about that?

[0:40:05.0] JC: Definitely much more pressure than people would realize because sometimes you've — I'll give you an example. I was in San Francisco two years ago and I had been on tour and I was eating plant base for like a month, feeling great and I went to the cinema and I was by myself and I went after the cinema and I bought a big tub of Häagen-Dazs ice cream to have in the cinema.

I went out to the counter and I put on a thing and the guy ringing me up goes, I didn't know Joe the Juicer ate ice cream. So it was like, "Bang, the judgment is straight there." And it's like, "Mate, you don't realized," but I mean there's no point explaining it, you know what I mean? To him, you're a fraud and really it's like, "This is how I live." No one's saying like juice all the time but people think I do.

I try on social media and through my movies and in fact on it too, I explained that and I don't necessarily worry about it as much as I used to but certainly in the beginning, I used to because there's a perception that thin is healthy and large is unhealthy. While they're indicators of illness and chronic disease and problems for being larger, it's not a straight out coronation of being sick.

So I know a lot of people that are 300 pounds that are healthier than people who are 200 pounds because those people who are 300 pounds were 400 and they're working on it and they're really trying and they're eating an incredible diet, and they're moving and they're exercising and they're on the way down but they're still 300 pounds.

[0:41:50.6] JB: I was just even talking about this to someone recently just comparing different — because I own a bunch of gyms and we were talking about just trainers and there may be a trainer who has a 12 pack abs and then you see another trainer who looks pretty average, they have some extra body fat on them. It doesn't mean one trainer's better than the other trainer but the one with the 12 pack abs might have way more inflammation. A lot of times usually too much protein in their diet, too many supplements versus the one who is of an average healthy body, who is taking better care of themselves.

[0:42:27.3] AS: They have a new acronym for it, it's called TOFI's — thin on the outside, fat on the inside. The research shows especially as they get older, people think they don't have to watch but they are very inflamed and their mortality rate is like twice the rate when they get, I think it's over 50 over 60 because their inflammation, their CRP is so high.

To Joe's point about bodyweight, research just came out that BMI has no correlation to health. The way that they've — to take two factors such as weight and height and then project all of this stuff on to, it's just a proven — I sent it to a couple of my clients.

[0:43:05.4] JB: I know, I'm waiting for physicians to use body fat as a measure.

[0:43:09.8] AS: I think this is a bigger point of how are we defining health right? I think a lot of times we've seen one of the, I think the greatest examples that's popular who is super into juicing is Kris Carr, right? Technically she has a cancer diagnosis but I would say that her resilience, her vitality, her vibrancy is off the charts compared to someone who doesn't "have a diagnosis" but how are they feeling day in and day out?

[0:43:38.4] JC: So think about it this way with juicing and this is the best way that I describe it is that we all know that water is a life force.

[0:43:45.8] AS: Filtered water now.

[0:43:48.5] JC: Well juicing is filtered water through plants. That's what you're doing, you're drinking water that's been filtered through Mother Nature. You're getting true vitamin water, it's the true vitamin water.

I'm a big fan of the human body because I think the human body can repair itself pretty well if given the chance. Just got to get out of the way. When you go on a fast, if I was to lock both of you up in a room and throw away the key and just leave water in there...

[0:44:15.4] AS: Juliet would win. She's stronger.

[0:44:19.2] JB: I would eat Ali. I would just eat Ali.

[0:44:22.8] JC: Separate rooms. If I did that and I came back 10 days later, you're going to be lighter, your body is still going to metabolize the, let's say it's 2000 calories per day that you need to metabolize to stay alive and have your organs function. You are still going to do that. Now, you're going to do that from your fat and from your muscle storage. So your body is technically going to self-eat itself, it's going to be digesting on itself.

[0:44:56.1] JB: Cannibalizing itself.

[0:44:57.1] JC: Over time, your metabolic rate is going to drop over those 10 days because your metabolic weight is defined by your muscle mass. So as your muscle mass diminishes, because you're eating yourself, your metabolic rate is dropping, okay? So think about it though, the human body is really smart, far smarter than you're ever going to be, it's going to start eating the stuff it needs the least.

It's not going to eat your bladder or your kidney or your eyeball or your brain. It's going to eat the stuff it needs the least. What might that be? Well how about a whole lot of cells that are still trying to clear out that are old cells that are tumors or masses of inflammation and garbage and crap. Don't you think the human body at that state would say, "Well this is a perfect time to eat up all of that," and what do you know? Research now is showing, in fact there's a TED Talk, anyone can go and look at the ted talk, shrinking tumors by fasting and that's what they now have seen.

This is the idea of fasting to me as a way of really cleaning out the body. So in Kris's case, Kris Carr, it doesn't surprise me with her or the tens of thousands of rebooters around the world that

have sent me messages about never feeling so good, getting off chronic disease. The list is endless, particularly relationship to skin illnesses. Cirrhosis, anything that is in that issue of skin inflammation where it comes out and shows itself. This is stuff that really is — it doesn't surprise me at all, and so that's when I talk about rebooting, I really think that I'm allowing the body to heal itself.

[0:46:54.9] AS: Yeah, I think you bring up this great point about how — and the more that I learn about western medicine, it's like less is really more. There is this law of diminishing returns in everything else in life, I really think sometimes doing less and time. Time is the biggest tool. If you can get out of your way to your point then I think it's so important but I think it's just how we define health, we're always looking for certain metrics that aren't — and we're often just taking things as they appear on the surface and I think there can be much more arranged.

For me, I don't really feel — like to me obviously I had cancer and it's great that I'm cancer free, that's definitely a metric for me but I also know that I do the best that I can and I also know the people who have bad luck. So I don't feel pressure on that end from a weight perspective especially since I'm talking about emotional eating and all that stuff. I really am so comfortable with — I'm a comfortable size six or eight depending on what the brand is. Am I aware that I look 10 pounds heavier when I do TV? Of course.

For me, my skin was so bad for so long, my asthma, my allergies, my irritable bowel syndrome, my depression. The fact that that stuff is gone, I just have this conviction that I'm just not worried about — and I healed my relationship to food and what I really thought would happen when I lost weight. I don't feel pressure in that way. To your point as Joe was saying, I don't claim to be perfect. I think perfectionism will kill you before, you know?

[0:48:21.4] JB: I also think that that's what draws people to both of you is that they see that you are real and that nobody is perfect and that persona is not really attractive to most people, we think that it is, when we look at it on Facebook and Instagram. Really...

[0:48:42.2] AS: It's an eating disorder.

[0:48:43.7] JB: All that does is make you feel bad about yourself. It's perpetuating you feeling bad whereas connecting with people who are like, "I'm real, I'm not perfect, I have fat on my body but I'm healthy," that is something that somebody can feel inspired from.

[0:49:02.9] JC: Yeah, I mean look, to me what makes us attractive is the more healthy we look, the more attractive we are.

[0:49:11.7] AS: Yeah it's your vitality.

[0:49:12.9] JC: Correct. This is just speaking from my perspective. When I talk about what's attractive to me, being too thin, when I see thin people, that doesn't look attractive to me. I don't see that as attractive, too thin. I think healthy is, when I say healthy, when I see vitality, I don't care what size they are, when I see vitality, that's attractive and I think that goes for a lot of people.

Getting this out of your head that you drop a dress size, drop whatever on the waist as a guy, that's rubbish. I know so many girls that actually like their guys to have a little bit of a beer belly. They actually like it, they don't want the six pack guy. I actually probably know more girls that like the beer belly than the ones who like the six pack.

Maybe because I had one all my life, but I think that we got to get real in the conversation and people are going to be able to say, "You know what? All I can do, I've got limited time, we're all jugglers, we're juggling five things in our life, we juggle our health, we juggle our career, we juggle love, we juggle family and friends and we juggle ourselves.

Each one of those buckets is equally as important as the other. We need to make sure that we're managing each and every one of them and tending to them like nurturing each one and if we try to take shortcuts by, "You know what? I'm not going to do three of them and I'm not going to be able to do those two." It brings everything down in the long run. You just can't sustain it. We got to give ourselves a bit of a break and stop putting the pressure on ourselves.

[0:50:48.5] JB: Yeah, before we go today, I have one question for Joe.

[0:50:51.8] AS: Well I want to hear about his book that's coming out.

[0:50:53.4] JB: Yes, but one more question for you. About juicing because you're the juice man, and my girlfriend who you've met who is the owner of Sip and Glow Juice.

[0:51:04.3] JC: Yes.

[0:51:05.7] JB: She and I were having a conversation about high pressure pasteurization.

[0:51:09.9] JC: Yeah.

[0:51:10.4] AS: Can you defined that for people because they're going to be like, "What?"

[0:51:14.3] JB: Joe, will you define that for people? I want to make sure I get it — I don't want to get it wrong.

[0:51:20.3] JC: Juice has a limited life shelf, when you juice something out of your juice high and you put it in a bottle and put it in the refrigerator, you got about three days of vitality in that juice before the micro bacteria sort of turns on it and eat all the good stuff and propagate and turns it off. Basically that's when you see a bottle of soda of exploding with gas.

If you leave it in the sun, it's going to go a lot quicker but we have refrigeration which slows down the rate at which the bacteria can consume the good stuff, that's why we can get three days. That bacteria lives inside the juice, it's actually inside the water, it's actually within the molecules of the water of the juice that's living in the plant and in the atmosphere.

Microbes, as you know, you have more microbe cells on your bod than you do human cells. We live with these microbes. Now they're in the same race as we are for the same kind of source, sun energy that we want. So they don't eat cheese burgers from Macers because that's all processed and there's no sun in there. so they ain't eating it. If you slice open an apple on your bench, it's going to go brown. That oxidization, that rushing is the microbes going to work.

So what we're talking about with HPP is that once you've done juice in a big scale where you cold pressed it in a factory, there's another step which can make the juice last a months or even longer and that is HPP, which is high pressure processing. It's effectively putting that bottle of juice in a vat, in a hyperbaric chamber, taking the pressure of the water on the bottle of juice to 98,000 pounds per square inch and under that massive pressure, the bottle and the juice compress on itself by about 33%.

Under that massive pressure, the bacteria is neutralized and what you don't kill on the way down when you release the pressure and bring it back to atmosphere of normal atmosphere of one, you get the stuff with the bends on the way back. What that enables to happen is that bottle of juice can last 30, 40, 50 days as long as it's not — the seal isn't broken and you get the nutrients lasting longer and so that's essentially what HPP is.

[0:53:37.4] JB: So you are getting would you say the same nutritional benefit as a fresh juice? 80% of it? What do you think?

[0:53:44.9] JC: The data shows that the data is inconclusive on some of this because the problem is that we're talking about nutrients from different types of plants. So some juice because they come from this field with more nutrients here. It's very difficult to sort of judge everything up but what the research paper from CSIRO, anyone can Google and look at this, shows is that there is probably more damage to the flavonoids than the nutrients.

In other words, the value that gives it its taste is probably more harmed than the nutritional value of the vitamins, the minerals that are actually in the juice. If you think about, energy cannot be created nor destroyed, right? We all know that. The energy that's in the juice when you pressurize it, it doesn't get destroyed, it's still there. The same energy is there. Whether or not the live enzymes and how they survive and so on, this all hasn't been tested and we don't have the data on that. As far as never heated versus heated, we know that if you heat something, it wipes it all out.

[0:54:58.4] JB: Yeah.

[0:54:59.6] JC: So I put it in the category right behind doing it yourself.

[0:55:04.9] **AS:** Wow. That was intense, I never knew what there was even something as that triple P...

[0:55:11.0] **JC:** Yeah, like brands like Evolution Fresh, Suja, Blueprint.

[0:55:17.9] **AS:** I'm just thinking how innovative humans are to figure out a way to...

[0:55:21.8] **JB:** Well also, having friends that have juice companies, the margins are tough, it's hard to make money, make a living off of having a juice bar. To not have...

[0:55:32.3] **AS:** All organic food, the margins are like...

[0:55:34.3] **JB:** Not even — even if it's not organic, just to have juice sitting there on a shelf and it only could last three days. If nobody buys it, they throw it out. So now if you can have juice on your shelf for 30 to 50 days, you can sell your product and you're not losing money.

[0:55:50.6] **JC:** It's the only way to manage inventory on a mass scale but look, at the end of the day, all a juice bar is taking the raw materials that someone else is selling and you're processing it through a machine and passing under someone else. And what's that processing inconvenience time worth? Today's world, the margins are slim.

[0:56:10.5] **AS:** So Joe, tell us about your new book? What's happening?

[0:56:13.7] **JC:** Well, my new movie first if I could just say...

[0:56:15.8] **AS:** Yes.

[0:56:16.8] **JB:** Which I just saw last week, and it's awesome.

[0:56:21.3] **JC:** My new movie — my new book, I'm really not talking about that until July but well actually really till May, but the new book is called *Juice it To Lose It*. It's a book focused on people getting started on reboots and why they should get in to it in the first place. A lot of what

I've talked about today, about you know, you're nervous, you're frightened, some of the stuff I talked about today that maybe you guys might think, "Maybe I might do one now, it sounds like not such a bad idea." I've gone into detail on that in my new book.

My new movie is all about kids and not juicing actually because we don't want kids to do any reboots, we want kids to learn about the process of where their food comes from and getting to the habit of asking questions and learning and being curious and getting dirty and hanging out in gardens and playing with worms and participating in the kitchen and being involved and maybe taking some leadership roles at home by actually coming home and saying, "Hey mom, dad, how about we make a smoothie?" That's what we've attempted to show in *The Kid's Menu* that right now is out on iTunes around the world. Anyone in the world can now watch the movie on iTunes. It will be on Netflix later in the year.

[0:57:28.7] JB: It is really inspiring that movie because it is so important that we get kids eating better in America and in other countries too. But I know you primarily — this movie was filmed in America in schools across the country and there are a lot of really cool things that schools are doing as far as having gardens, showing kids where their food is coming from.

I know most children, especially here in Philly, they don't even have kitchens in the schools here. I think it was 75% of them didn't even have a kitchen. If you ask a child, if you showed them a tomato and you said where does this come from? They would say the supermarket. They don't know the concept that it's grown.

[0:58:11.0] AS: I bet if they are able to take ownership and garden themselves, then they want to eat it in a different way. Because I often find with my clients who have kids, I mean, they feel like short order cooks and I find it so interesting because when I was growing up, my grandma was the person who — my parents were working but we had home cooked meals every day and I didn't get a say in what I wanted to eat.

It was home cooked and you ate what everyone else was. I feel like there's been this huge shift of kids now dictating what they will and won't eat and I think it's partly, everything's multi factorial but being so disconnected from the garden or ever being exposed to it aside from a television commercial.

[0:58:52.9] JC: There's no doubt in my mind that if you went back in history and you were able to somehow wave a magic wand and take plant based eating lessons into the classroom across the hundred thousand schools in America, say you went back 30 years and it was part of the curriculum as much as math is, it would be a different country.

[0:59:18.5] AS: Yeah, you're so right. What surprised you the most when you were doing this film?

[0:59:23.7] JC: I think what surprised me the most is how willing kids are to actually want to get involved in it and do it. You don't need to push them, it's fun, that's the other thing, this can't be a health lesson, this can't be wellness classes, this can't be framed as "you must do this little Johnny and Julie". This has got to be, "Okay, today's class is we're getting dirty and we're going to go out and we got to farm and we're going to learn how to farm," you know?

That's what it's got to be and then it's got to be, "All right, now what are we going to do with all this and how can we put it through and how can you save money in the long run," because honestly, algebra, how important is algebra when you're 35 versus what to do with sweet potato, shallots, cucumber, celery and some beans you know? Where is the practical application of algebra? It's ridiculous, it's insanity.

I know so many people and this is a part where a lot of people don't realize, they get lost in this. I know so many people who want to eat well who have the best intentions of going out and wanting to eat well but they're lost. They go into the supermarket and they go in there with the intentions of buying some healthy stuff, they don't know what to do. It's like trying to get used to them, I go in there and what do you do with a cucumber? What do you do with some big letters? What do you do with a radish? I don't know what you do.

Because they're 30 or 40 or 50, they've had habits of everyday of their life, they do a certain theme. They know how to put toast in a toaster, they know how to fry an egg, they know how to put sausages on, they know how to make burgers on the barbecue but they don't know how to make an credibly tasty, humus that could be done with some beans. That could be — if you gave me every family in America was able to go and taste some of the best plant based food,

I'm not talking about restaurant, I'm just talking about people in their own houses who do this day in, day out because they're confident and they've been doing it.

If you could marry up all those skills out there of all these people that have this skills of how to cook plant based with all the ones that don't and you could criss cross so that for a month, they would get that food in the house, those people wouldn't go backwards. They would not want to go back to what they're eating, they would not want to go to the fast-food restaurants. I'm telling you, they'd be feeling so good, they wouldn't want to. A lot of them do it because they don't know how. A lot of people look at them and say, "Oh they're lazy, they're idiots." That's garbage, these people really want to, they have the best intention but they just don't know how.

[1:02:02.6] JB: They just were never taught.

[1:02:03.4] JC: They don't know how, they're frightened to ask, they're frightened to look like they're stupid, they're frightened to try things that the whole family is going to think that they're a failure and it taste terrible and be laughed at. These are serious divides that need to be crossed and so what we did in The Kid's Menu is that we looked at this and said, "Well how can we go back to the beginning and how can we get kids so that," — when you're a kid, you don't care, you just don't do it. You got no fear.

[1:02:31.9] JB: It has to start then.

[1:02:35.0] AS: You don't look at failure as failure. You're just, "Oh I just have to try again," I think that's a very different attitude. I can't wait to check out the movie because I didn't know it was on iTunes. You didn't come to Pittsburg where I am now to screen it.

[1:02:48.8] JC: It's in Pittsburg for my last book tour last year, I was in a Barnes and Noble somewhere in Pittsburg but I did like Pittsburg. I've actually enjoyed getting out and seeing America. It enables me to talk to lots of people and that's why a lot of what I talk about is what I pick out from the front lines.

[1:03:04.2] JB: I'm sorry, go ahead Ali.

[1:03:06.4] **AS:** I was just going to say, I love that you say people say people are stupid or they don't want it enough. I never think that that's the case and I'm just glad that you pointed that out, it's so much about the psychology sometimes around — and the startup costs. I think of it as startup cost when people are trying to get they're working several jobs, they're working one job that feels like several jobs and then they don't have family around to help with their kids and it's like, people are tapped out. Then if you tell them, "You've got to put in this effort," and there's this idea that healthy food tastes bad, no one would do that. But if they can learn — I love how you said hummus? How do you say hummus?

[1:03:49.9] **JC:** Hummus.

[1:03:46.0] **JB:** He's saying it the proper way.

[1:03:49.9] **JC:** Well look I mean I've never met anyone who doesn't know that fruits and vegetables are good for them. Everyone I know knows it.

[1:03:55.1] **JB:** Yeah.

[1:03:55.8] **JC:** This is not a case of the knowing, this is a case of the doing and it's how do we do it?

[1:04:03.4] **JB:** I love it, that seems to be...

[1:04:05.1] **JC:** It's knowing the how.

[1:04:06.1] **AS:** Totally.

[1:04:07.4] **JB:** That seems to be what you're here on this earth right now and to do is teach the people the how.

[1:04:13.3] **JC:** I'm doing my best.

[1:04:15.0] JB: Is there anything that you would like to share with our listeners Joe before we sign off today?

[1:04:18.8] AS: And where they can find you, and the movie title again.

[1:04:21.6] JC: Well you can go to iTunes and the movie title for this one is The Kid's Menu, my other two movies, Fat, Sick, and Nearly Dead and Fat, Sick, and Nearly Dead 2, are also on iTunes but they're on Netflix and will be much easier to watch there. I think I'm @joethejuicer on Instagram and Twitter and I think that my message to most people is that I'm a bit of a binary person, I see the world binary, you're either broken or you're not and everyone listening today knows if they are broken or if they're not.

You might have been broken last week and you're not this week but you might have been great last week and you're broken this week. It doesn't mean you're broken forever, it doesn't mean — it's all depends on your own time reference to how you feel right now as you're listening to these. Are you broken or are you whole? Now, if you show me the broken people, generally speaking, I can point to two relationships in their life that are broken. That's the relationship with Mother Nature and plants and their relationship with themselves.

I would say that my day one is to try and work on those two relationships as best as you can, try and love your plants, try to nurture your plants, try and get as much of them in your body as possible whether it's juicing, blending, or eating and then every morning when you see yourself in the mirror, don't be so hard on yourself, don't beat yourself up, don't kick out all the faults, love yourself, give yourself a pat in the back. Point out the positive things, that's where I would probably go as my two big tips.

[1:05:43.0] AS: I love that you talk about your relationship to Mother Nature because when we're out in nature and we just — there's a sense of safety and belonging that is so, we're all malnourished I think of today. I love that you include that. Yet, you are a closet hippie.

[1:05:58.4] JC: I am. I just can't grow long hair, it's too thick.

[1:06:02.2] AS: That's okay, we need you in disguise.

[1:06:04.5] **JC:** Exactly.

[1:06:05.4] **JB:** Thank you Joe so much, we really appreciate you coming on to our show, you're really busy.

[1:06:10.4] **JC:** It's been great to be on the show. I appreciate it very much.

[1:06:13.2] **JB:** Enjoy New York and we'll connect soon, thank you.

[1:06:17.5] **JC:** All right, juice on girls.

[1:06:19.2] **AS:** Juice on, love it.

[END OF INTERVIEW]

[1:06:21.5] **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.

[END]