

# Eating Triggers: Skip one-size-fits-all, experiment ... with Kathleen Shannon

## Insatiable Season 5 Episode 1

[INTRODUCTION]

[0: 00:47.4] AS: Welcome everybody to Season Five of Insatiable. This season, **our theme is eating triggers**; namely triggers for the on off eating cycle, and we're really going to focus on clarity of what's really happening, because clarity is a process and a tool, and why is clarity so important? Well, you get to the root cause of issues rather than spending time on what not the problem really is.

We know that logic doesn't change us, right. We need to have an emotional connection and see what's happening in our own life to really change, and then clarity equals distance. So the more we can label something and say, "Hey, that's what's happening," the more we can make different choices, rather than just being in overwhelm.

So one of the biggest triggers for clients who fall off the wagon, both with food and fitness, is trying to follow someone else's formula for how to eat, workout, or take care of ourselves. Insatiable is all about you, doing you, and finding what works for you.

So in today's episode we, and by we, I mean Juliet, our cohost OG is back for the season. That was my teaser that I told you we are going old school for back to school, but Juliet and I are going to chat with Kathleen Shannon about eating triggers. One-size-fits-all, how that doesn't work, and how to experiment, and Kathleen is going to share how she found her way by doing what she calls N of 1 experiments and how

she's come to trust herself to figure it out and prioritize the sometimes inefficient learning curve as a mom and a multi-business owner.

Here is a quick bio about Kathleen, and you can find more about her and links to all her wonderful creativity in the show notes. Kathleen Shannon is the cofounder of Great Creative, a branding agency that helps creative entrepreneurs and purpose-driven organizations blend who they are into the work that they do with a clear and confident brand.

Kathleen is the cohost of the iTunes chart-topping podcast *Being Boss*, a podcast for creative entrepreneurs, which has over 5 million downloads and touts guests including Dr. Brené Brown and Melissa Hartwig. Kathleen recently debuted her first book *Being Boss: Take Control of Your Work and Live Life on Your Own Terms*, published by Running Press in April 2018.

When Kathleen isn't working, you can find her playing with kettle bells in the gym. I often, side note, watch her Instagram stories and get inspired to get into the gym, making endless lists in journals or going on adventures with her husband and their four-year-old son, Fox.

So, Kathleen and Juliet, thank you both for being here.

[00:03:41] KS: Yay! Thank you so much having me.

[00:03:43] JR: Thanks, Ali. I'm excited to be a cohost in this season with you.

[00:03:47] AS: Yeah, it's so great to have everyone here. Kathleen, I want to first kick off with asking you how you started to value health and fitness both food and fitness, I guess, enough to even want to experiment.

[00:04:03] KS: Oh, that's a great question. So I mean it probably starts from a really young age of just trying to find structure and community. So I always into sports and I was always paying attention to, I don't know, what people were doing whenever it came to movement, but also food and not in really unhealthy way. I never struggled with disordered eating or anything along those lines, but probably around the time I was a teenager, I became a vegetarian and really seeing food as a place where I could make my own choices.

So I became a vegetarian whenever I was a teenager and did that for a long time, and since then it's been quite a journey. I think that part of it is that I'm super artsy, and I'm a creative entrepreneur. I do branding for a living, and podcasting, and writing. So whenever I'm not – I think that most people do the kinds of things that I do for a living as a hobby. So whenever I'm not working, I really love just digging into more sciencey stuff and stuff that just has nothing to do with what I'm doing for a living, and that would be health and fitness.

[00:05:11] AS: As you were saying, being a creative, I think experimentation is necessary for creatives. I mean, even Juliet, who is in fitness as well, like as a business owner, don't you think the two feed off of each other?

[00:05:25] JR: Definitely. I was just thinking as you're saying that you dabble into the health and fitness as the thing that's not what you're doing on a regular basis work. For me it's the opposite. Since health is my every day all day, I'm trying to dabble more into the creative. What can I not that has nothing to do with health and fitness? So it's funny. Which is this podcast thing for me, even though we talk about health and fitness, but this is a hobby.

[00:05:48] AS: Yeah. So one of things I think that's interesting, Kathleen, and I want to get into the difference, because you said you never had disorder eating the whatnot, and you experimented with being vegetarian, etc. But one of the things I think

sometimes people feel like, “Well, it's easy to experiment when you're not struggling,” right? It's like, “Oh, I'm just doing this for fun,” but you've had some health issues that you've been really open with, about postpartum depression and recently insomnia, which I had last year, and sometimes still struggle with.

So I'm curious what different approaches you take versus when it's, “Hey, should I be vegetarian, or should I try this workout,” versus when you're really struggling?

[00:06:28] KS: That is such a good question. Whenever I'm in a moment of crisis, I tend to buckle down and it's really my only option. So the last whole 30 I did was actually, my goal in it was to really work on my mindset and to work on my mental health more than physical health, and it's all connected as you all know. What's inflammation in our body is going to be inflammation in our brains and in our guts, and those are going to affect our mood and our ability to show up and do the work, and I have to. I'm a working mom. I have to show up to work and I have to be clearheaded. So whenever I'm struggling really hard, that's probably when I get more strict and more into a structure and a schedule or some sort of framework that can guide me along.

[00:07:18] AS: Oh, so that's interesting. So it's like there's a time – And then I don't know about you, but like I found that when I am kind of experimenting, even if I'm in a structure, there are certain things that I learned that then I can take with me from the structure.

[00:07:33] KS: That's exactly right, and this is where the process comes in, right? The creative process of seeing what works and what doesn't. But I do think that – I mean, there's a few things that I take into consideration whenever I'm approaching a new regimen or a new program, and first it's that clarity. I have to get clear on what my goals are and where my struggles are.

So if my goals are aesthetic, my programming is going to be very different than if my goals are maybe strength, or flexibility, or general reduced inflammation, right? Then I have to look at where my struggles are. So speaking of triggers, if my struggles are meeting social expectations, like my trigger might not even be following someone else's rules. For me, that's actually pretty easy. I'm pretty disciplined in that way by nature. It's meeting social expectations of, "Here, have this glass of wine," or "doesn't this bread look so good," or even if I start watching too much of like Chef's Table. I'm like, "What's wrong with a little bit of gluten?"

For most part, I do take that approach whenever I'm in the experimentation good place, but whenever I'm in a bad place, I went to find someone I trust and I want to be compliant so that I can see if the experiment is actually working. Because if you go off the program, if you throw too many variables in there, you're not going to really know where the problem is.

[00:09:00] AS: Yeah. Well, I'm curious. So how of, like you mentioned whole 30, for example, and like sometimes my clients will be like, "Well, I feel so much better. I'm sleeping better," all of these kind of stuff, but it's not necessarily that they have to be so strict with whole 30 the entire time. It might've been that they're eating more vegetables. They've cut down on sugar. They are eating more healthy fats, right? So how do you determine like what to keep with you and what to leave behind so you're not creating of re-creating the structure, I guess, that someone else gave you?

[00:09:31] KS: Yeah, that's a great question, and I think that's where the reintroduction phase comes in. So, for me, I'm definitely a whole 30. I love it. I love it so much. Just eating good real food, a lot of veggies, protein, healthy fats. I don't never feel restricted in that. In fact, I probably eat more tuna steaks and really good food during the whole 30 than any other time.

So, for me, it is reintroducing, and it's hard to do, because after that 30 days you're like, "Oh my gosh, I want pizza and wine," right? But you have to really just take it one step at a time and reintroduce those typically problematic foods to see which one is actually giving you a problem, and I think that this is where the dogma can really start to come in, and I see it happening with vegans, or people who are keto, or people who are paleo where they get so dogmatic and so by the rules that they want to turn a whole 30 into a hole 365, and that's just not what it is.

Everyone starts giving each other the side eye if you're eating some cottage cheese, but if that's not problematic for me, then it's not problematic for me. So that's where I just give myself a lot of permission to be who I am and to know my body well enough and to just own it. So I think that that can be really tricky, though, whenever you have a lot of people throwing at you how you should be eating and then there are practically colts built around food, which is just hilarious to me.

[00:11:00] AS: I know. Especially – I don't know about you, Juliet, but I'm curious about you said you went vegetarian, and now you do really well in the whole 30. So how did you start to realize vegetarianism was no longer working for you? Because I think some of us, and especially people listening to this podcast, sometimes they're so disconnected from their body. They can't even tell those subtle differences and we don't know what clues, because we're too busy, like you said, judging, "Am I being good? Am I being bad? Am I avoiding the side eye? Am I socially fitting in?" that we forget to tune into our own body. So I'm curious what that trajectory was for you, because for a lot of vegetarians, the moral dogma around, "Well, I'm a better person, because –" and I know a lot of people say they don't judge. So I'm not putting –

[00:11:40] JR: Well, I just came off of a vegan retreat like a couple of weeks ago and I'm not vegan, but I went and supported some coworkers of mine. I work with a lot of people who are vegan and for moral reasons. So it was interesting for me to be in an environment where everybody was like all about the moral dilemma, buying and

eating meat, and I didn't necessarily feel personally judged any anybody, but it's hard not to think even to what I was like with the animals. I'm like, "Are they giving me the side eye?" You know?

But it's hard with the pressure too of different diet trends. I think plant – Not to say that plant-based is like a trend, because it's been going on for a really long time, but it is definitely more really talked about right now, especially when it comes to like health and wellness and heart disease, and there's a even cardiologists right now that are preaching online how plant-based is the way to go for a longer lifespan and everything, and in it starts to seep in even if you know that you do better when you're eating meat. Because I've done all the experimentation for years and years and years, but it's interesting how you start to think, "Well, are they right? Should I change?" So yeah, I would love to hear kind of how you came to that decision to not be vegetarian anymore.

[00:13:03] KS: Yeah, this is a question, and this will go deep. So I was a vegetarian through high school, and I did become a vegan for probably a year after reading the book *Eating Animals*. So I've been there. I've done it for moral reasons. I've done it for what I thought were health reasons.

What happened was I was eating fish – So I went into my pregnancy about over four years ago eating fish, and I did my first whole 30 as a pescatarian, and I promise I'm not like here advocating for a whole 30. It's like if you want to try it, try it. But it's the first time I did something like that. So it's really formative for me and it gave me a lot of clarity and it's served as a guidepost since then as far as what works and what doesn't for me.

So I did my first whole 30 as a pescatarian, and probably I just started eating fish here and there. I don't know when that really happened, but probably somewhere in my late 20s. Then I became pregnant. I had the baby, and whenever he was around a

year old, he had for his first year of life woken up every night 8 to 12 times a night to nurse, and then he would go to daycare all day and I would work. So I was not sleeping for more than 45 minutes to an hour at a time for a year.

[00:14:19] JR: Wow!

[00:14:19] AS: Uh!

[00:14:20] KS: Yeah.

[00:14:21] AS: I'm tired just hearing that.

[00:14:23] KS: Yeah. Yeah. Yeah. So I've talked about this before on my podcast, and I think that people were offended whenever I said I wanted to die, because I'm typically a pretty humorous person and I probably said it in a way that sounded flippant, but the truth is I wanted to die.

So I decided that I would let my son for the night at mom's house whenever – He was around a little over a year old, and I was so depressed. I remember my mom ordered some barbecue and I was like, “Well, maybe this'll be my last meal.” [inaudible 00:14:57]. I know, it's really dark, and it's kind of funny now in hindsight, but I was like, “Maybe this'll be my last meal. I might as well eat.” It's always like the same reason why I became a vegetarian, because I was like, “No.” It was kind of like a way to stick it to the man and have control. It was almost the rebellion against that at this point, and I was so depressed and so sad and so tired.

So I thought maybe this will be it and I might as well have some Billy Sims barbecue. So probably not the best way to jump back into eating meat, but I had some Billy Sims barbecue, and I just haven't turned back since. Of course, I'm eating a lot more ethical meat now and I still apply a lot of the things I learned as a vegetarian to my trajectory



now, and there are times where like – I don't know, speaking of being at a vegan retreat, like if Beyoncé is going vegan before Coachella, you better believe you go vegan alongside with her.

I think those were just the experimentation comes in, and there have been times where I think that just that idea – Well, let me go back to the eating mat thing, because I think here's what really happened, is that night I ate some barbecue. My son spent the night at my mom's house. I got a little bit more sleep, and I woke up the next morning a new person. I just didn't feel so sad anymore, and I had a little bit more hope. Physically, I felt a little more powered.

So I felt a little bit more fueled. So I thought, "Okay, what if I could start eating meat again as a way to fuel my body whenever I'm so incredibly depleted? Not only from growing a human and giving birth and how that depletes your resources, but also from not sleeping."

So that's ultimately where the decision came in. Yes, like, I care about the animals, but I care about myself more. That's the truth.

[00:16:46] AS: Oh God! You just said so many things. First of all, I have a hypothesis that part of why so many people are struggling with postpartum depression is because of low-fat and not enough protein. You talk to fertility experts and they're like, "If you want to get pregnant, start eating meat and lots of fats." That's their recommendations.

To your point, if you're growing a human, it's taking all the resources that you have in reserve, right? Which you probably wouldn't notice if you're not pregnant, because you're not dipping into them. But then when you go through this monumental, like growing a human being, it's like, "Okay, all hands on deck," right?

So I don't know. I mean, I have no double-blind studies, but this is just kind of a natural connection that I'm making, and I think we don't get family support in our country. We're not a country of family values. But you also talked about you care about yourself and animals, and I think when you're saying going deep, I think one of the deepest challenges over meat versus not eating meat is that it's a spiritual acceptance that life takes death, right? It's death takes life. Life takes death, and that's really hard to embrace. But, ultimately, that's how life continues on.

[00:18:01] KS: Yeah, and there are a lot of – Like there is a lot of problems in the meat industry –

[00:18:06] AS: Oh, yes.

[00:18:06] KS: And factory farming. I think that we can all agree that these are terrible practices. So I do try and stay really conscious of where my meat is coming from and buying 100% grass-fed, grass-finished, and eating meat that's going to do good things for my body. If I'm going to eat it, it'd better be doing good things for my body and making sure that it never goes in the trash can. That if one thing I'm clearing – I don't believe in making someone clean their plate, but if there is meat left over, I'm going to try and eat all of it.

[00:18:37] AS: I love that. That's being very mindful and respectful of the animal, right? Which is –

[00:18:41] KS: Yeah, and even like saying a little prayer of thanks. No matter what your beliefs are, just saying a little like, “Hey, thank you for this food,” and I started that with meat, but then realizing that there's also farmers farming my vegetables and that these vegetables have life too and to what end? So I just say little moment of thanks before I eat anything.

[00:19:02] AS: I love that, because I saw this on Instagram, and it really got me thinking about people using the term clean eating, right? It's like, "Well, what about the people who are underpaid bringing you matcha tea or whatever it is. I'm like, "Oh, that's so interesting. There's these judgments, but our definitions are really incomplete. What we're calling clean eating, are we talking about the food that's coming from our dietary dogma, or are we talking about the whole picture of how it came to be? So there're a lot of moral issues and moral debates I think in nutrition.

[00:19:36] KS: Yeah. Yeah.

[00:19:38] JR: Yeah, and I'm finding it's less about right now the animals as it is about the environment and what the factory farming is doing to the environment, and that's where people are sort of like becoming more vegetarian. It's not even about like feeling sorry for the animals. Now, there still are some people feeling that way, but I think it's more environmental for a lot of people who are jumping on that bandwagon right now.

[00:20:02] AS: Yeah, and of course the extremes get promoted. But, I mean, when I was in grad school, I went to Sweden and we studied the Natural Step, which is this holistic sustainability framework that they basically been using with their citizens since the 80s. What I learned as I studied about meat versus vegetarian for the environment, yes, factory farming is like a hard – Destroying the environment. But if you are farming like responsibly, actually meats and all that kind of stuff really gets back to the soil on a lot of ways. So it's a lot more nuanced, but for most people they don't know where their meat is coming from. It's great to start to switch over.

[00:20:38] KS: Yeah, and if you're really concerned about the environment and the condition of workers, maybe stop eating anything that's farmed outside of your local CSA, right? I mean, this is where you say like, "To what end?" or if you're really concerned about factory farming, stop eating corn, soy and wheat, right?

[00:20:56] JR: Yeah.

[00:20:58] AS: I know. I think people kind of latch on to what's meaningful to them and then kind of carry that as – I mean, like no one's talking to anyone in America anymore. We're just like shouting at each other.

[00:21:12] KS: Yeah. I will say like in a moral place, I do feel more comfortable eating fish of all the animals, and probably because I was raised fishing on the lake with my dad. We would catch some bass. We would clean it. We would eat it. So feeling that kind of connection to my food makes me feel a lot more comfortable than – I can't imagine slaughtering a cow, and sometimes I think maybe I should so that I can really understand what it is that I'm eating, but I'm not ready to go there.

[00:21:39] JR: I was going to say, same for me, but when I think about it, I cannot imagine myself doing it and I think I would chicken.

[00:21:49] KS: Yeah.

[00:21:49] AS: Yeah, me too. Kathleen, I want to know what you mean by N of 1 experiments. I'm curious, in your experimentation, what has surprised you? Then what is often confirmed your intuition?

[00:22:04] KS: Okay. So N of 1 experimentation is that ultimately I get to decide, I get to experiment on my body and see what works and what doesn't work. So this might be following certain programs and other people's rules, like a whole 30, but even in the gym doing programming and seeing what's working and what's not working.

Whenever I think of N of 1 experimentation, I think about my whole life span. I think so many people go into what to eat, or what not to eat, or how to move, or how not to

move. Really thinking about maybe the next three weeks, like they've got an event, or something coming up, or they're just trying out a new program.

I will say. Like, I think programming is great, but you have to think about these short-term goals and short term struggles that you want to overcome. But then think about your whole life ahead of you. So, for me, N of 1 experimentation means really sticking to something for maybe three or four months at a time, taking what's working, ditching what isn't and then laying into that slowly. So I think that one thing I see happening a lot with my friends who went to dive into a new routine is they went and changed everything at once rather than tweaking one small thing at a time to see if it works or doesn't work for them, and then laying into it and really understanding that you could be experimenting with this over the next 20 years.

[00:23:28] AS: As you said that, I'm like, "She is a creativity master," like looking at the long one. Because that takes a lot of self-trust though, right? Like, okay, because part of the allure of following someone else's plan is like, "Oh, I don't have to keep the uncertainty open. They told me this works, even though it's probably what works for them," right? But it's trusting that, ultimately, I think the body is a creative process, but it's really trusting that, which is hard.

[00:23:55] KS: And that's like a point too that your body is always evolving. So things are going to shift for you – For example, five years ago, I was fine drinking a glass of wine. Not a problem. Now, I've noticed that it's problematic for me.

So as much as I don't want it to be, as much as I love the idea of warming up to a glass of red wine in the evening and sitting in my little nook with a book and drinking that glass of wine, it just doesn't feel good in my body. So I'm often surprised by certain things like that.

[00:24:30] JR: I think a lot of people are completely disconnected from their bodies. So it's hard to even notice, because those things can sometimes be very subtle. But when you really tap into being more aware of the sensations that are happening, then you can pick those things out and go, "Oh, that red wine didn't make me feel that great." But for most people, there are so in their head, they're not even feeling the sensations.

[00:24:54] AS: That makes me think, as Kathleen was speaking, like I wonder if the same framework that she uses as a creator is ultimately what she's been doing with her body, just in a different domain.

[00:25:06] KS: Pretty much. Pretty much. I often look at my body as a creative experiment. Even I practice bodybuilding for a while, because I wanted to see what I could do aesthetically and then I was like, "Wow! That's going to mess me up mentally." That's a whole other story, but I was really fascinated by bodybuilders, and now I hope I don't offend anyone listening to this. But I think it's very problematic and it's basically a glorified eating disorder.

But then it was like, "Okay. What I really want to build is strength," right? So how does that change how I'm working out and what elements of bodybuilding can they continue to layer into this strength aspect to really make it work for me?

[00:25:48] JR: Yeah, I think that whenever it comes to mastering the aesthetic of your body and trying to mold your body like Play Doh, it can be really problematic, because your body is this always evolving organism, right? You can't really control exactly how your left quadriceps is going to look. That's the thing with bodybuilding or figure competing or anything where you're actually trying to have your body look "perfect".

I mean, I agree with you hundred percent about it being a glorified eating disorder, because I too dabbled in, and I say dabbled, because the mental affect when it came

to what you have to do to diet and the amount of exercise that it takes and how it takes over your life is so unhealthy and it's so imbalanced.

[00:26:37] KS: I was just going to say, I wanted to come back to Juliet, what you were saying about being disconnected from your body, because that was something that I experienced, where I would always go to yoga and people would say, "Listen to your body," and I had no idea what that meant, and I've always been pretty good about being in my body. I think that this starts as a kid and I try and do this with my kid, where I was talking about my body a lot, like the things that my body was doing and enjoying my body and pushing the limits with my body.

So that's gone into my adulthood, but there was a time where if I was going to listen to my body, my body would be telling me to eat a cupcake and a glass of wine and some Cheetos and Oreos, right? So, for me, that's whenever I knew I needed a hard reset to really be able to tune in to my body. That started with my first whole 30, but then it's evolved over time. So to talking about layering in different tools. I've also layered in a mindfulness hobbit, where I'm doing a body scan and feeling how – I mean, how often are we thinking about our big toe, for example?

So one of my favorite exercises for this is called yoga nidra. Are you all familiar with this?

[00:27:49] JR: I am, yes.

[00:27:50] KS: So it's this mindful like meditation. So you're not in any poses, and when we say yoga, a lot of people think about being in the different asanas or poses, but this is a lying down meditation where someone basically guides you through every single part of your body, starting with your lips, and then you're right eye, and then you're left eye, and it alternates back-and-forth between right and left, which I think probably does something for your brain waves to slow them down. But you can really

start to feel the different parts of your body, and then you can take note of, “Okay, what's numb, or what's holding tension, or what feels good, or what doesn't feel so good?”

I think that awareness alone will start to get you into your body in that way, but then also other things like movement and breath and trying different things in the gym or trying rock climbing, all of these different modalities have helped me really get into my body to the point now where I can eat something.

Well, that's a little more tricky. For example, I can take supplements and not really feel it, and then other people would be like, “Oh, that's amazing. Whenever I take that alpha brain, I'm like, “I don't know that I felt anything.” So there's some places where I'm still not supersensitive, or maybe my body is just super resilient. I don't know.

[00:29:07] AS: One of the things I kind of want to circle back when you were talking about this 3 to 4 month timeframe, right? So there's this really – What I'm hearing, and I think it's because you haven't had a history of disordered eating, is there's this like playfulness. I don't know if you would call it playfulness, but it's like I'm going to experiment, and I ultimately have to kind of be unattached to the outcome, right? Because not unattached, but mindfully unattached, like I know that I can switch gears, right?

You talked about kind of moral social pressure, or kind of that's your edge in terms of like if we take health to an emotional level. We talk about the emotional reasons we eat, or drink, or make choices out of alignment with our health. How do you start to kind of scaffold up these experiments when it's your edge that something might feel a little bit more, though the outcome might have a little bit more weight?

[00:29:58] KS: What do you mean?



[00:29:59 AS: If you're like, "Okay, I go out with this group of friends and they're going to want me to drink," and it's like, "But I don't want to do that." Do you experiment with saying no or – I'm curious how you handle that when it's not quite as – That stakes feel higher in a way.

[00:30:17] KS: Okay. Gotcha. Okay, yeah. So one cool thing about having a kid is that it kind of destroys your social life. So that's [inaudible 00:30:25] and experimenting. Whenever it does come to going out with friends, and this is the place where I'm like, "Well, what's going to be good for my body? What's going to be good for my soul?"

I know whenever I can go into a social situation and just almost have a plan. So my plan might be no more than two drinks, like the hard stop. For example, recently, and I'm not on any sort of programming or other – I have a workout program right now, but I'm not on any sort of particular "diet" right now.

So, for example, I was recently giving a branding talk at a whole 30 coaches summit, and the night before my talk was the big meet and create, the keynote speech from Melissa Hartwig, and I decided that I wasn't going to have any wine at all, or anything to drink. Even though there was a cash bar. Typically, I would, but I didn't, because I decided, "I'm going to try not drinking before I give a talk, the night before I give a talk, and see how that feels in my body and see how that goes."

So I just tried it once, and it went really, really well. So now I'm thinking, "Wow! I'm going to have this Being Boss vacation in New Orleans this fall, and New Orleans is like a big time drinking place, but I've also overdone it in past years. So now I'm thinking, "What would it be like to not drink in New Orleans?" and that's where the stakes are really high, because this is my event. Drinking a little bit might make me feel more social or a little less anxious, but trusting myself that I can do it without alcohol, it gives me so much confidence and it's almost like this challenge that I want to tackle.

For me, it started with starting small and then gearing my way up a little bit bigger. Another thing is just my friends are usually on board. So if I told a friend that I was going out, I was like, "Hey, I'm not drinking right now." I trust that my friends would be like, "Cool. Do you want me to make you grapefruit spritzer that's not alcoholic?" So I think that part of it just being an adult and getting to choose your friends and surrounding yourself with supportive people.

[00:32:34] AS: Yeah, I keep hearing this theme, and you had said in another interview, like "I trust my life." I was like, "Oh! I love that, because I trust my life in a lot of ways, but I have some huge blind spots around that." As you're talking, I'm like, "You have such this, like, playful, creative –" And I'm using playful, because I think of creativity is ultimately like, "Let's try this," right? That to me is playful.

But you have this beautiful, like, feedback loop of like, "I'm going to trust myself to try this. I'm giving myself 3 to 4 months." I love that example of the alcohol, right? That was my edge and that was a little exhilarating. Then you experiment and it often is like – And we'll talk in a little bit about the inefficiency of experimenting, but in this example, it's like, "Oh my God! I pushed my edge and it really worked out. So now I want to experiment even more."

[00:33:21] JR: It's really interesting that you're able to have this playfulness and experimentation and yet have discipline. It almost seem like they don't go together to be like relaxed and playful and then also to be sort of disciplined to do something for three or four months.

[00:33:40] KS: Yeah, that's a great point.

[00:33:40] JR: You're the anomaly.

[00:33:41] KS: That's a great point, because I do feel like I'm incredibly disciplined and incredibly playful. But here's the deal, , I'm thinking about my sister, for example, who's really great at not caring about what she's eating, or if she's working out or not. So she's never playing with food or alcohol much because there's not that border. There's not that boundary. I've created all these boundaries for myself that I'm able to just go hog wild within them.

So I think that in a lot of ways, discipline and boundaries create more area to play in, and that's creativity, right. Like if someone tells you to paint a picture ,it's like, "Ugh," but if they're like, "Okay, paint a picture of the last place you went," and they start giving these restraints. It sounds like that's really your zone of genius in a way.

[00:34:37] KS: Yes, that's such a good point, Ali, because I've been thinking about picking up painting again, and I actually went to fine arts school thinking I was going to be a painter, and became a designer and got into branding, and that's my career now. But I've been thinking about picking up a paintbrush again, and I've been brainstorming, "Okay, but how do I create boundaries or limits so that I can create something interesting?"

So I'm thinking about having a limited color palette, or having a very specific prompt, or focus that I'm going to be painting within. So, yeah, even in my creativity, I start implementing boundaries in order to create something unexpected.

[00:35:17] JR: What's interesting is that you can create these foundries, and I'm assuming that they don't stress you out. They just gave you more fuel to have something to create with, versus I think a lot of other people when they create boundaries, or I guess you could call them rules to follow when it comes to what they're eating, or what they're doing for their workouts, creates almost a stress response in their body and they feel like this is the way that they're trying to gain some

sort of control over things and it's based off of anxiety, but yours isn't coming from that place. So I find that very interesting.

[00:35:51] AS: Yeah, have you all ever done Gretchen Rubin's four personality types?

[00:35:56] JR: Yeah.

[00:35:56] AS: We did a whole episode on it.

[00:35:58] KS: Oh! So there you go. Everyone refer back to that episode. I'm definitely an upholder. So I'm following my rules and I'm following everyone else's rules, which is funny, because I think that I probably give off the impression that I'm flipping off the police and spray painting buildings. In fact, I'm like so afraid of getting in trouble.

[00:36:19] AS: I think, also, what you're doing is ultimately making the experiments meaningful to you, because I think a lot of times people think they're experimenting if they're going to Weight Watchers, or if they're doing a 30-day Bikram challenge, and it's more driven out of fear than, "Let me see what happens," right?

You were talking about your supplement, "I'm going to try this. I don't feel anything guys." I'm not a bad person, because I don't need beta brain waves or whatever. I forget what you said they were.

[00:36:51] KS: Right. Right. So going back to that fear thing, whenever it comes to doing a challenge, I love challenges and I love whenever they have a timeframe around them, because you can see the beginning, middle and end. So I'm not opposed to those, but if you're doing a challenge as a way to punish yourself, I think that's problematic.

I love doing challenges as a way to love myself, because I want to push the boundaries of what I can do mentally and physically out of place of – I don't know, love or even just curiosity, versus fear, or punishment.

[00:37:25] AS: I love that. Alright. So we're going to take a brief break here, and then we come back, I want to hear about how you managed the inefficiencies, often, of the learning curve in those first couple months, and what your experiment with CVD oil. How that went? So we'll be back in a second.

Okay. So, Kathleen, when we are doing creativity, creativity is inherently inefficient in the beginning, right? There's a huge learning curve. So how do you – I think, a lot of times people hearing this are going to be like, "Well, that's great, but I just don't have the time. I just want someone to tell me what to eat. I just want someone to tell me how to move." How do you balance that? Because you have – If we're looking at everything as creativity, you have a child, you have two businesses and I'm not asking this just because you're a woman, right? "How do you do it all?" It's like, "No one's asking men this." But you have three different inherently creative, unpredictable entities in your life, and then to throw another one in. How do you manage the inefficiencies of the initial startup cost of learning and experimenting?

[00:38:25] KS: Will, I want to say I don't think it's problematic to ask women how they do it all, because there is a lot expected of us, and it is kind of a mystery and we're all figuring out. We're figuring out things that our parents and grandparents didn't have an issue with, right? So I think that it's a fair question, honestly.

But how do I manage it all and how to manage the inefficiencies of experimentation? So there's a couple of things. I will say, before I had a kid, I could manage it all on my own. So I could figure out my own programming. I could figure out my own experiment whenever it comes to what I'm going to eat. I could plan out my own

whole 30, and it was no big deal. These days, because I am doing a lot more adulating and parenting and business running, it's admittedly a little bit more difficult.

So I'm glad that I'm having this experience though, because whenever it comes to coaching other business owners who are busy or maybe have a day job and want to pick up their side hustle and turn their creative side hustle into a full-time career, but don't have the time and they just need someone to tell them what to do instead of telling them, "You know what? You need to figure it out on your own," and that's the only way it's good to be successful is to look at all the options.

So, for me, the experimentation that I was able to have before my life became incredibly busy was really helpful. It set a really good foundation. But at this point in my life, I really need some guidance. I just need someone to tell me what to do. So, for example, the other day, I was walking around in my gym and I became a little aimless, and I'm really into the idea right now of intuitive workouts, just like you might do intuitive eating and really feeling what my body needs and doing that. But I kept finding myself feeling a little aimless in the gym.

So I called my coach and trainer – So I also just moved from Oklahoma City to Detroit about six months ago. So I was leaving a lot of my support behind and I'm just doing a lot more of figuring stuff out on my own lately. So I called my coach and trainer, Luke Tirey, and he has a gym called Green Strength in Oklahoma City. I called them up and I said, "Hey, could you just write some programming for me for six weeks?" and he's like, "Yeah, girl. What are your goals?" So I was like, "I don't have goals right now. You know that I have this long-term vision, but I will tell you, my body is feeling like I need to do some kettle bell work. So I'd love some kettle bell complexes, and I would love some lighter weight, but maybe more reps." That's all the information I gave him. Oh, and I broke my pinky toe. I was like, "I also broke my pinky toe. So anything that won't involve my pinky toe."

So he wrote up six weeks of programming for me, and I was able to just follow it, and that felt so nice to know someone that I trust and that gets my goals and gets my struggles and was able to write something specifically for me.

[00:41:14] AS: I was just going to say, what I heard there was first you tuned into yourself, right? Like, I feel like – Again, you gave those creative constraints. I feel like kettle bells. I broke my toe. I don't really have any specific goals. What can you do for me?

So I just think it's interesting. For people listening, I think so many times people say, “Oh! What did women's health tell me to do, because it's the fall?” right?

[00:41:35] KS: Right. You know what? That's actually a good point though. I do like to tune into the seasons of summer, winter, fall, and I will change the way I eat accordingly and eating seasonally and moving seasonally. I think there's a big – That's huge. I think being in tune into that first, maybe, will help you tune in to your body. And that's something that I did in my mid-20s. I started trying to eat a little bit more seasonally, and that really helped me understand my body a little bit more.

So I think that all of these things are a little bit valid, but if Self magazine is telling you that you need to have a six pack for your bikini in three weeks, like it might just not happen. Also, why do you care? This is where I get into a lot of the mindset stuff. How will I behave when I was six pack? What would I do? I would do cartwheels on the beach. So, guess what? I don't have a six pack, but I'm going to do a cartwheel on the beach.

[00:42:31] AS: I love that.

[00:42:33] KS: Yeah, right? And then another thing that I really like doing is visualizing who it is that I want to be and what I want to do. Yeah, like I'm not above wanting a

six pack, you all. I'm not above feeling hot about myself sometimes. That really then tapping into that, "Okay. What is it that I think I will feel once I obtain that and how can I start behaving that way now almost as a way to attract that six pack? Because if I start behaving like someone who has a six pack, guess what? I'm probably going to get a six pack. But this isn't just to make it about the six pack.

[00:43:09] AS: Well, I think we have better chances of reaching your goals if we bring – I'm just hearing – I feel like the lesson of this episode is everybody become creative.

[00:43:19] JR: Well, I think everybody become creative and flexible with your standards in your goals, and let yourself play and experiment with different things. The rigidity of following somebody else's program, great, try it, but if it doesn't feel right, it's okay to try something else.

[00:43:37] KS: : I also love programming like the whole 30, and I'm about to try one called Ketotarian by Dr. Will Cole. I recently heard a podcast and met him in person, and I love trying things that have room for experimentation within them. For example, like you mentioned, Ali, before, I tune in to my body and I thought, "What am I really feeling right now? Right now I'm feeling like I just want to eat a lot of greens and fish."

So then I happen to your podcast from Dr. Will Cole, who is writing a book called Ketotarian about lots of greens and fish. So it came at the right time. This is another thing I've noticed. Once I start thinking about experimenting with something, usually the right book or resource will land on my lap. So I'm going to try it. Again, it's because I kind of don't have time right now to think about what it is that I'm going to eat. So if I can just kind of have a program, or a guide, or a framework that I can get playful within, awesome. Let me do that for eight weeks. See how it feels in my body. Eight weeks is just not a long time. For me, that's also coming back into that long game, is that it's not a long time to try something for a couple of months, and it's been a while



since I've done something really disciplined. It's probably been years, like a couple years.

So this is another thing that I do, is I work in cycles of coming back to these places of getting a little more strict and then opening back up and not bringing any sort of guilt or baggage into the opening back up part.

[00:45:08] AS: Well, yeah. I think one thing that – I mean, you've said so many great things, but I think one thing that's really important, and I think we probably don't emphasize it enough on this podcast, or even those of us who want people to learn their bodies, is when you're in lockdown mode, like you said, or sometimes when you just don't have the bandwidth, get support, right? Like when you were talking about when you were not getting sleep, or when you were struggling with postpartum depression, like get support with people who will help guide you to your own answers, I think is really important. Then the stuff that you're really succeeding with, or you have some momentum with. Get playful and creative so that you can build that muscle of the long view and having fun back in your body again, because we make the body such this like widget that like has to contort. So I think that's really important.

[00:45:57] JR: I'm also curious if you use the programs or the more disciplined diets or exercise regimens that you go, even if they're for like eight weeks, or 12 weeks. Do you use it as a way to sort of master your mind and be so disciplined and that it's like training yourself to have resilience and be able to push through something that is challenging? Do you find that that –[inaudible 00:46:25] that?

[00:46:26] KS: 100%. Juliet, you were so insightful to notice that, because yes, 100%. I don't really see any difference between – Well, there's a difference between the mind and body, but something I'm really curious about is the spirituality that we hold in our physical bodies, and this might turn some people off, and I don't know where you all fall on the kind of more woo-woo scale. But I do believe in a soul, and I don't know

really entirely with that means, but I do believe that that soul chose this body for a reason.

So what is it that my soul needs to learn from my physical body, and even if souls aren't real, like even just approaching life in this way is kind of interesting. What can my soul learn? For example, your soul may not have ever been able to have an orgasm until it came into your human body. So, like, what can it learn from that? What can it learn from lifting really heavyweights? What can it learn from eating really nutritious, good food?

So sometimes I like to approach my experimentations from that level and that gives me more of a deeper why. Then on the more practical level, something I've been doing lately that I've been experimenting with is hot, cold showers. Have you all ever done this?

[00:47:41] AS: Yes! Oh my God! The cold is so hard for me. It's so cold.

[00:47:46] JR: While you're putting yourself in these uncomfortable situations, and you're mastering your own body and your mind and being able to get through something that is uncomfortable. Most people want comfortability all the time. They don't want to face things that are challenging, and yet life is so challenging, right?

[00:48:06] AS: But I think that's because people are so uncomfortable in their day-to-day lives, that it's like, "I can't take on one more thing."

[00:48:14] KS: Oh, this is my favorite conversation ever, because I find myself doing really uncomfortable things, like throwing myself out of the plane, or just taking a hot-cold shower, because it really does build up that mental resiliency, and I also have big goals.

So, for example, going back to weight training and strength training, I know that physiologically I should be able to lift heavier than I can, right? And it's this neurological issue. It's not a muscle issue. Even thinking about gorillas, I think it's that they have an extra hormone, or lack of hormone, or something is unlocked in their brain where I might be the same size as a teenage gorilla, but that gorilla is going to be able to lift and throw so much heavier than I can, because it has a different brain structure, right?

So it does really come down to your mind. So that's what I'm interested in tapping into, and that's where the visualization really comes into play. So before I do one of these challenges or experiments, I'm visualizing what I look like along the way and afterward, and I'm not talking about physically, but just the way that I'm behaving along the way to really pre-pave myself for success and have the confidence going into it.

Then coming back to the uncomfortable situations, yeah, I have found that whenever I'm more uncomfortable at work, honestly, it makes me want to become more strict outside of work with the programming, because, again, that's almost like a safety net for me more than anything.

[00:49:46] JR: It's also interesting that you say that you have big goals and you want to play big in your life, and I think that for a lot of people when they don't experiment or when they are just doing the same thing over and over again, year after year in this routine, they're playing really small and it's really hard for them to ever strive for those larger goals, because they're not really testing the water, because you have to build up that resiliency.

[00:50:14] AS: Completely, and the more – I think about when you're working out and it's really hard. Kathleen, I actually thought about this when I was looking at your rowing story, and you are just like back to the breath, right? If you can send the

message to your body that, "I'm going to breathe during this uncomfortable thing," that's ultimately what you're doing when you're experimenting, right?

I am going to get into my center while I'm in this uncertainty, because that's what you're doing when you're training above your max, right? You're like, "I've never been here before!"

[00:50:44] JR: Right.

[00:50:45] KS: Right.

[00:50:45] AS: And the workouts don't get easier. You just get stronger, right?

[00:50:49] KS: That's absolutely right.

[00:50:51] AS: I just kind of want to circle back to the soul, the academic, and they love that piece. The soul is actually – If we think of spirit versus soul, academically, we say spirit is really about how we're all one and we're kind of unattached, what we think of as an attachment. But the soul is actually like thought of to be an expression of the body and it's really into ritual in the attachment and pleasure. Like you said, like orgasms, or tasting food and all that stuff. So I'm just picking up that you're very intuitive, like you probably never studied that, but you're articulating what's there.

[00:51:25] KS: Ali, if you have any resources or books I could read on that, I would love to check them out.

[00:51:30] AS: Yeah, let me –

[00:51:31] KS: If they're not too – I can't read anything too smart though.

[00:51:35] AS: Stop it. Stop it. So I have two questions for you. I want to know what experience with CBD oil was, because I'm really intrigued. I feel like everyone's talking about it, and then I'm curious what kind of your daily health routine looks like now.

[00:51:50] KS: Ooh! Okay. So CBD, that's one of those things where I was like, "I don't really know if I can feel it or not, but I like taking it.

[00:52:01] JR: The placebo of it, or what?

[00:52:05] KS: I just love the taste and smell of weed.

[00:52:07] KS: Oh, okay.

[00:52:11] KS: I will say, like, I'm really curious about it, and for me it's probably more of normalizing marijuana and an entire plant and just like any other herbs, and I'm really into adaptogens lately and anything else. That's just one more herb in a toolkit of things that you can go to and use.

So my coach and trainer, he's really into CBD. So I did start using it a little bit – Oh, especially for insomnia. So, actually, it really did help with that. This is where I can really see if things are working or not. So I was taking CBD for insomnia, and then also magnesium, calm magnesium powder.

[00:52:50] AS: Oh, my husband takes that.

[00:52:52] KS: Oh, it's so good. So that's really – Those two things have really helped with insomnia a lot. I also knew people who take CBD and their cramps will go away. So I'm about to get a new order in the mail. I've been really painful ovulations, even more painful than my periods. So my periods aren't actually even painful at all ovulating. I feel like I'm going into labor.

So I've been taking it during that and seeing what it does for me there. I'm also really curious about CBD topically. So a friend of mine recently had a little bit of the spill, and she scraped her hand really, really bad, and she's going to have some CBD, and I was like, "Hey, put some CBD oil on that and see how it goes, or my trainer got bit by a brown recluse, and those are pretty gnarly bug bites, spider bite, and he put CBD on, and the next day it sucked everything out of the bite.

I don't know. I think it can be used for some really interesting things, and obviously there's not a lot of evidence-based research on it right now. So I'm a little more cautious about it, but intuitively, I will say that I'm into it and it makes me feel like I'm doing cool interesting things for my body. I wouldn't say good thing for my body, but I mean there's – Yeah. So I like it.

[00:54:09] AS: The medical historian, just has to insert this so people understand why their stigma behind marijuana. So we've talked about this in the podcast before, but basically, John Rockefeller and Carnegie Mellon, or Andrew Carnegie in the turn-of-the-century, they wanted to standardize medical education so that they could make money from a pharmaceutical base, because they were in petrochemicals, and John Rockefeller had actually just lost this gigantic lawsuit and he needed to like recoup his fortune.

At the time, tons of people were using hemp. They were using natural remedies. They're using nutrition, and they went and created this Flexner Report, where they created a problem in the media. It says, "Oh! We have too many hospitals. Too many ways that people are practicing medicine. Then they went and shot all of the natural – And vitamins, and hemp, and all those stuff was really popular at the time, right? There was no stigma, and that was their competition.

So they basically shut down all of that. Standardized medical education and made it much more synthetic and petrochemical base. So just so you know, that's why hemp has a stigma, because Rockefeller owned the media at the time, right? So just for everyone to realize, we – Yes, there are some issues when you're smoking it or whatever, but as a whole, it's an amazing plant. It's plant medicine, as Kathleen would say.

[00:55:28] KS: I was so glad that you said that, because I still feel a little bit of shame around it and I don't talk about it a whole lot. Yeah, I'm a fan.

[00:55:37] AS: Yeah, I'm really curious about it, because I know a lot of people who are anxious, they said that that can really help you. Juliet, have you ever tried it?

[00:55:44] JR: I have not tried CBD, but I have tried marijuana. But it had a lot adverse effects with it mentally. It caused me a lot of anguish more than anything. As I'm talking, my husband is pulling out the CBD oil.

[00:56:02] AS: And we can define with CBD oil, because when I went to this –

[00:56:05] JR: He's a big fan, guys. He's a big fan.

[00:56:07] AS: I went to this CBD oil bar here, and the woman was very clear that people understand, I think, that the TCH that's active in marijuana when you're smoking it isn't actually in CBD oil. Correct?

[00:56:20] JR: There's no THC. It's just the Cannaboi – I can't even say it right.

[00:56:26] KS: I think it's Cannabinoid. I think that's cannabinoid.

[00:56:27] JR: Yeah. Mm-hmm. Which basically – I mean, there's a lot of different side effects as far as relaxing you, helping with anxiety, pain management, I've heard is the biggest one that people find it's helpful with is helping to decrease your pain and inflammation. But I haven't experimented with it. I've been meaning to, but I'd such a negative experience with marijuana and I was able to use it, and then it took a turn for me, where I think just emotionally what I was going through, it wasn't helpful and it made me feel really anxious and horrible. So it's been really hard for me to have any like positive – Like I don't associate positive things with it.

[00:57:12] KS: Juliet, I've had a similar experience. So whenever I was younger, the first times I smoked marijuana, or whenever I got into it when I was younger, like a teenager. One, I don't think I smoking good weed.

[00:57:24] JR: Yeah.

[00:57:24] KS: I was just too young and I felt so much shame and all the bad feelings, like I was doing something bad and wrong, and I think that that played into my experience and I had a lot of anxiety around it. But as it's becoming more illegal and as people are able to get their hands on more specific strains of marijuana and being a grown-ass adult, for me, has been really helpful and not having anxiety whenever I smoke it. I have experienced positive things. I have gotten a little bit like maybe too high where I'm like, "Whoa! Am I about to have an anxiety attack like I didn't when I was younger?" But I been able to not.

One thing that really helped is wearing a heart rate monitor. I used to feel like my heart was pumping out of my chest, and then recently I wore a heart rate monitor and I have that feeling and I was like, "Oh! My heart rate is only like 65."



[00:58:11] JR: Isn't that funny? I've had that same experience, so I now have a heart rate monitor as someone who has anxiety, and I'm like, "Wait. I heard it's not beating at all."

[00:58:23] AS: Kathleen, I think that's one of my favorite things that you said, that you bought a heart rate on yourself while you're smoking weed. That's like a true experimenter, like I'm going to get the data.

[00:58:35] KS: I know. It really has been helpful, and I didn't mean to turn this into a drug story, but I will say, Juliet, you should not be afraid of CBD. It's not going to get you high, and it's something that even my grandparents have started taking and my mom and dad are interested in it. So I think that is something worth trying.

In fact, I have heard that the more CBD you take, if you also smoke marijuana, it does something to your neural connectors, or whatever, where it makes it harder to get high smoking marijuana.

[00:59:05] AS: Yeah. But I think this conversation is really important, because sometimes when we think about experimenting, we're kind of even following what we should experiment with and what shouldn't. But a lot of this stuff is culturally conditioned for us. I mean, I would say that we, us, believing fat was bad sent everybody down a rabbit hole, right? It's like you got to understand who's benefiting from these health recommendations.

Where we started talking about the environment, hemp is incredibly environmentally friendly. It's prolific. It reproduces. It doesn't destroy the environment, like plastic. I mean, there's just – I've never even been experimented with CBD oil. I have smoked marijuana in college and high school. My friends were into drugs, and so –

[00:59:48] KS: Whose friends weren't into drugs.

[00:59:53] AS: I know. I know. I think about it.

[00:59:54] KS: I also wanted to say real quick about CBD though. One of my biggest concerns is looking at how it's processed. So just like I'm concerned about how all of my food is processed, and vitamins and all of those things. That's my bigger problem, is not evidence-based research on it, because, again, intuitively I feel pretty good about it. Even with everything that you said, Ali, about the history of the problems with marijuana make me want to do it even more.

[01:00:21] AS: You're bringing down the patriarchy.

[01:00:23] KS: Bring it down. I did a lot of research into – This is a total site tangent. Feel free to cut it out if you want, but I did a lot of research on circumcision, and it was kind of the same thing whenever you do that. The guy who made cereal Kellogg, he's the one that really encourage hospitals to do circumcision and all because of his own moral issues with masturbation. So I did not circumcise my kid, it's what I'll say.

[01:00:49] AS: Yeah, I will tell you, so many health norms are just completely ridiculous.

[01:00:55] JR: Random. They're just random.

[01:00:57] AS: Yeah, they're random. That's a great way of putting it. I shouldn't say ridiculous, because some people, it's a very ritual. It's a holy thing. The funny thing is you get called a quack often, right? Kathleen, how many people are like, "Oh my God, you're not circumcising? It's like, "Hey –" and it decreases the pleasure for the man.

[01:01:17] KS: Oh my gosh! People are like, "Well, my husband is circumcised, so we're going to circumcise the kid." Then like, "Well, did you ask your husband's mom why

they circumcised the kid?" This is the thing too, if more women were making the decision, nobody would be cutting their kid's genitals.

[01:01:31] AS: Yes.

[01:01:32] KS: Anyway, back to just looking at –

[01:01:34] AS: Back to what are you eating for breakfast, lunch and dinner.

[01:01:38] KS: Sorry, guys.

[01:01:40] AS: No, I love this.

[01:01:41] JR: I agree though, Kathleen, about you have to look at where stuff is coming from, because CBD is becoming a huge industry now and you want to make sure you're getting good quality.

[01:01:52] KS: Yes, that's what we were talking about.

[01:01:55] JR: I'm sure we're about to see it sold if it's not happening already, I mean, maybe in California, like CVS.

[01:02:00] KS: Oh yeah, or on Amazon or MLM channels are starting to do that. I'm not a fan, but yeah, you have to look at your sources, and I would say even go to the source and say, "Hey, how are you processing this?" because I think that that matters. If you're getting cold processed olive oil, then you need to make sure that your CBD oil is also good, and that it's being formulated well so that is being formulated with good oils that will help you absorb it, versus other inefficient methods.

[01:02:30] AS: Yeah. Yeah, no. How anything comes to be, right? Even our own choices really matters. So what is your health routine now and with your edge? What you experimenting with?

[01:02:42] KS: Okay. So right now I'm experimenting with mushrooms. We've been talking a lot about drugs and not those kinds of mushrooms.

[01:02:49] JR: Well, I was going to say that's very cutting edge of you, because there are a lot of people right now experimenting with psychedelics.

[01:02:57] KS: I'm so curious about micro-dosing.

[01:03:01] JR: Micro-dosing, yeah.

[01:03:01] KS: But let's talk about what I'm eating. So in the morning, I'll wake up and I'll have a couple cups of coffee and I use nutpods, which is like a nondairy creamer.

[01:03:13] AS: Oh! Okay, yeah. I thought you meant your coffee was nutpod. I was like, "I've never heard of that."

[01:03:16] KS: No. No. No. It's like a nondairy creamer. So I put that in there and then I blend it with either reishi, chags or lion's mane, or cordyceps, and I have felt a little bit of boost from cordyceps. It's almost like a little bit like a pre-workout. So I'll have my coffee, and this is caffeine in the morning, one to wake up, and then two almost as a pre-workout. Then I, typically from there, do a little bit of journaling. So I have five-minute journaling habit, where I am listing what I'm grateful for, what will make my day feel successful, and then a few affirming mantras.

Then I will go to the gym, and usually it's lifting weights, or doing some movement, like yoga. Yeah, mostly those two things. I don't do a whole lot of cardio. Though, Ali, you see me doing rowing sprints. Whenever I am doing cardio, I'm usually sprinting.

Then after that, I'm real into the sauna lately. So my gym has a sauna, and I sit in there for 15 minutes, and that's whenever I usually try to get into my body and think about all the things that may work out did for me. So I do some visualization there. Then I come home and I do my hot-cold showers. Then I get to work. Usually around noon, I'll eat, and I eat the same thing for breakfast/lunch every day, which is what I call paleo oats. So it's basically apples, and hemp seeds, and almond butter, and flaxseeds, and eggs.

Then, let's see, for dinner I'm usually eating some fish and vegetables or some sort of like protein and veggie combinations. It's pretty boring. What else do I do? Oh! Another thing I do in the morning, sorry, I missed this, is a heat up a little bit of water and I put pink Himalayan salt and a squeeze of lime and then hot water, and I was doing magnesium in the morning, but now I'm doing it at night, and I stir it altogether. I recently learned that Himalayan salt used to be what soldiers were paid with back in the day. So it's currency. So I kind of say this mantra in my car dB voice, where I'm like, "I'm rich. I'm rich. I'm rich." So it goes through to my mind, and then I drink the water. So it's kind of like another moment to be mindful.

Okay. So then back to the evening. In the evening, I have this concoction that I love drinking in the winter, where it's a blend of almond milk and lucuma powder and a little bit of cacao, and maybe some more mushrooms. It's just it's almost like frothy earthy latte. I drink it with dandelion root tea also steeped in there. Then that's about it, magnesium, and fish oil, and some B vitamins, some D vitamins, and then I call it a night.

[01:06:05] AS: That frothy drink at night – And just for people listening, lucuma is – It's a natural sweetener that doesn't get quite the airtime that coconut sugar, or honey

and maple syrup does, but it's really good and its low glycemic. Those things in the morning, are those adaptogens that you're taking?

[01:06:20] KS: Yeah. Also, that's another thing I add to my nightly concoction, is a little bit of ashwagandha, but I've experimented with moving that into my morning coffee as well. Yeah, some adaptogens would be the mushroom powders. So the ones I get are – I'm not necessarily connected or affiliated with this brand, but the Om powder off of Amazon I like, and it's kind of pricey, but I don't know. I think that over time it evens out to like five cents a cup or something like that if even. Then ashwagandha is another one. I also like maca, but I'm kinda more careful with that one, because it can be stimulating. So, yeah.

[01:06:58] AS: Cool.

[01:06:59] JR: Yeah, I'm surprised that you can drink the cacao at tonight too, because that can be stimulating as well.

[01:07:03] KS: I now. You know, I've fought with as many issues as I have with insomnia. I should probably lay off the dark chocolate at night and the cacao at night.

[01:07:13] JR: I know that's an issue for me, that's it's – But it's very ritualistic for me to have it at night. Although I experimented with doing it in the midday, and it works really well for me in the midday to have a good second wind of getting a lot of work done.

[01:07:27] KS: See, this is where I'm not as in-tuned with my body, because like I would never connect that having cacao is also keeping me awake at night, and this is where probably even more stricter experimentation would be helpful to really not do it for 30 days so I can track for 30 days what's happening. Not having chocolate at night. This is where that like strictness comes in, because you can really see what's happening.

[01:07:50] JR: For sure.

[01:07:51] AS: Yeah. I would also say, are you eating breakfast in the morning?

[01:07:54] KS: No. So I'm not necessarily like intermittent fasting, but I work out best on an empty stomach at this point, and then I am usually eating between like 10:30 to, I would say, 7 PM is my window.

[01:08:10] AS: Yeah. Because I was going to say if you're having ovulation challenges, is it's painful. Sometimes intermittent fasting can be contributing to that.

[01:08:18] KS: Oh, I wonder if it is. You know what? So Should I just eat breakfast while I'm ovulating.  
Should I try that?

[01:08:25] AS: I mean, I would try it more like consistently just overall, overall.

[01:08:30] JR: Like in the 30-day cycle.

[01:08:32] AS: Yeah, in the 30-day cycle. In fact, I can send you the episode afterwards. What we did in an episode with Nicole Jardim, who we talked about even how to alternate your nutrition based on where you are in your cycle, because you need, when your hormones change, like the week before your period, you need more healthy fats. The week during, you need more minerals. Then you're less insulin sensitive. What I consider, it's like the spring, summer of your season after year period, you can do more carbohydrates and everything then. So you can even like cycle your nutrition based on your period if you're having issues. It's worth looking at. I'll send you that episode.

[01:09:07] KS: That sounds like so much fun. See, this is where like the experimentation is cool, because now I can start to layer that in and it's not overwhelming, because it's just one more thing I can layer in.

[01:09:18] AS: Yeah. No. I love that you talked about layering, because it is – I mean, what you talked about, it's like one step at a time. I'm going to try not to drink before this keynote, and now it's like, "Wow! That was a boost?" Try the next one, right?

Kathleen, thank you so much for being here. Do you have any parting words that you want to say?

[01:09:37] KS: I mean, my parting words are; I wish that we were all best friends and could just get out and talk, like nerd out on all of these stuff all the time. I have had so much fun chatting with you all. Thanks for having me.

[01:09:49] AS: Wonderful. Yeah, and I just need to thank you, like you're really inspiring me to be more playful. I just kind of like – I loved you're like, "I'm rich. I'm rich. I'm rich," with that Himalayan salt. I love that! I think you've just really – Play is not my strength and I feel like you just embody that without even having to think about it. So thank you.

[END OF INTERVIEW]

[01:10:08] AS: This Insatiable episode is sponsored by my life-changing program *Why Am I Eating This Now?* and that's not an exaggeration. Session after session, clients tell me this program change their life, or in the case of Shelley, she said she wishes she could bottle this feeling up and give it to everyone.

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[OUTRO]

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